

Southern **HARDWARE**

OCTOBER, 1953

Including the SOUTHERN FARM EQUIPMENT section

announcing *Green Thumb* by UNION

A new line of steel goods, supreme in quality, name appeal and matching eye appeal...

Designed by an old-line manufacturer for today's great new market...

Completely replacing the former "UNION" brand in all garden, lawn, and field cultivating tools.

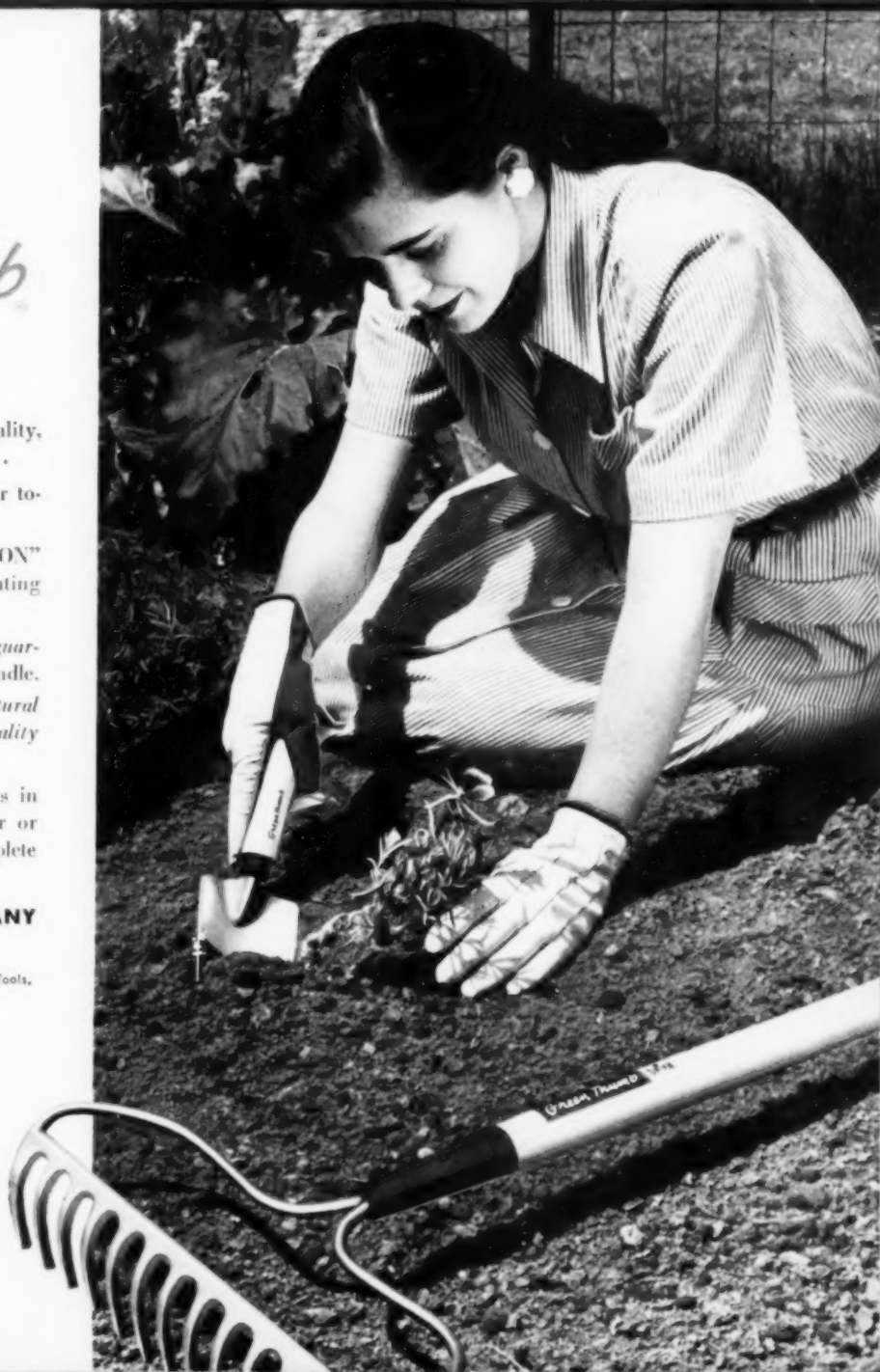
The first line with a *positive replacement guarantee* prominently displayed on every handle. *The only nationally advertised line with natural finished solid ash handles of the highest quality in every tool.*

For full information on the biggest news in steel goods, ask your UNION wholesaler or send for new Catalog No. 18 — your complete 68-page buying-selling guide.

THE UNION FORK & HOE COMPANY
Columbus 15, Ohio



Also Makers of SPEEDLINE Lawn & Garden Tools,
FLEX BEAM Forks, RAZOR BACK Shovels,
UNION Heavy Industrial Tools,
RIGHT REPAIR Handles

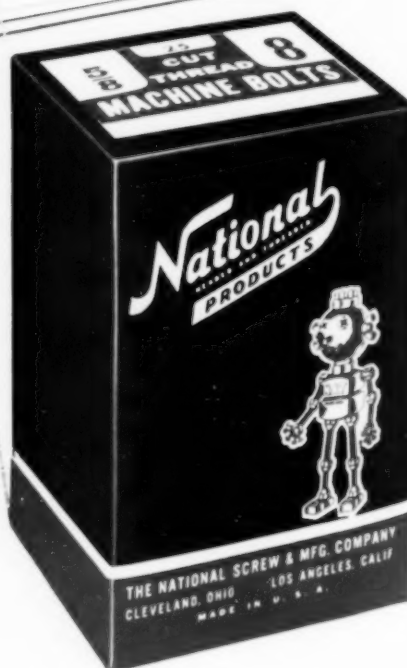




National offers you *the most complete line of fasteners* . . . all packaged in bright, red and black cartons that resist soiling, provide quick and easy identification.

This quality packaging reflects the quality of the fasteners inside the carton, too. For over 60 years, National has maintained a reputation for the best in headed and threaded fasteners. This is your assurance that the National fasteners you sell will always be uniform in performance and in quality.

Combine National *quality* with National *packaging* to build customer good will—sell the complete National line. Write us for more information.



THE NATIONAL SCREW & MFG. COMPANY

Cleveland 4, Ohio

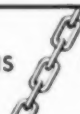
Pacific Coast: National Screw & Mfg. Co. of Cal.
3423 South Garfield Ave., Los Angeles 22, Cal.



FASTENERS



HODELL CHAINS



CHESTER HOISTS



SOUTHERN HARDWARE is published monthly at 116 E. Crawford St., Dalton, Ga., by W. R. C. Smith Publishing Company, Dalton and Atlanta, Georgia U. S. A.
Subscription price in United States and possessions \$1.00 per year.
Entered as second-class matter at the post office, Dalton, Georgia, under the Act of March 3, 1879.

Volume 122

Number 10



Since we got TV, we've needed that Bethlehem Fence to discourage callers.

"The first year is the hardest. There's really not too much incentive to go on, and the kids need some real encouragement to keep them in 4-H," says Joe. "to last year, for the first time, six boys and girls received the Joe Mitchell Award in the New Castle County 4-H Banquet. It was a proud moment."

...better first year work. They expect to win in all nine projects this year. Joe is co-leader of the White Horse Club, near Hockessin, Delaware. He was junior champion in the county 4-H contest.

Advertisements like this, appearing regularly in regional farm papers, are catching the attention of fence buyers.

ASK YOUR JOBBER...about Bethlehem Fence
...steel fence posts...barbed wire...
nails and staples...bolts and nuts
...bale ties...baler wire...clothes
line and other Bethlehem products.





wicks

to keep the
home fires
burning

Here are three of the most reliable wicks ever made. They're clean burning. They're long lasting. They're priced to give you a generous profit. Keep R/M Wicks in stock for satisfied customers.



QUIK FLAME

The most efficient kindler ever developed for range burners. Patented open mesh construction provides best possible results with distillate oils. The extra-heavy wire core yarn keeps the kindler upright in the burner channel. Glass yarn at burning edge facilitates the removal of carbon deposits. Packaged 6 ft. to the box, $\frac{7}{8}$ " and $1\frac{3}{8}$ " wide.



KINDLERITE

R/M's standard quality woven asbestos kindler. A sturdy, long-lived wicking with wire core in both warp and filling yarn. Packaged $5\frac{1}{2}$ ft., 6 ft., and 100 ft. to the box, in widths of $\frac{7}{8}$ ", 1", $1\frac{1}{4}$ " and $1\frac{3}{8}$ ".



WOVEN GLASS

The acme of perfection in stove kindlers, assuring long life and maximum stove performance. The only glass wicking woven with a wire core in every strand to protect the burning edge. Packaged $5\frac{1}{2}$ ft., 6 ft., and 100 ft. to the box, in widths of $\frac{7}{8}$ ", 1", $1\frac{1}{4}$ " and $1\frac{3}{8}$ ".



RAYBESTOS-MANHATTAN, INC.
ASBESTOS TEXTILE DIVISION, MANHEIM, PA.

Factories: Manheim, Pa.; No. Charleston, S.C.

RAYBESTOS-MANHATTAN, INC., Manufacturers of Asbestos Textiles • Teflon Products • Packings • Mechanical Rubber Products • Abrasive and Diamond Wheels • Brake Linings • Brake Blocks • Clutch Facings • Fan Belts • Radiator Hose • Rubber Covered Equipment • Sintered Metal Products • Bowling Balls

*A New Star
in the
Shovel Industry*

*IT'S FEATHERWEIGHT!
IT'S BALANCED!*



**AMES
RAM★LITE**

TAPER ROLLED

Equipped with **AMES**
SHOCK BAND



O. AMES CO.

PARKERSBURG, W. VA.

NORTH EASTON, MASS.

1. A new shovel—by Ames—a new design.
2. Open back design with appearance and strength of a Solid Shank Shovel.
3. Sections Taper Rolled where strength counts—reinforced by Turned Steps.
4. Socket equipped with Ames Shock Band.
5. Blade and Socket carefully tempered.
6. Blade—tumbled finish Handle—clear lacquer with Ames Burnt-cote finish optional.
7. A light Shovel makes light work.



**More than
20,000
shapes and
sizes**

REPUBLIC UPSON BOLTS, NUTS, SCREWS, RIVETS

Just about any fastening problem can be handled safely and dependably with a Republic Upson Fastening . . . all highest quality steel, made on most modern machines under close inspection and control from ore to finished product.

Everything from a screw spike to a plow bolt, from a "Nylok" lock nut to a cap screw is available under the Republic Upson brand.

REPUBLIC STEEL CORPORATION

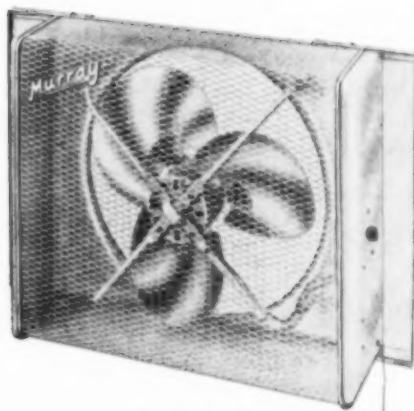
Bolt and Nut Division
CLEVELAND 13, OHIO • GADSDEN, ALABAMA
Export Department: Chrysler Building, New York 17, N. Y.

Republic

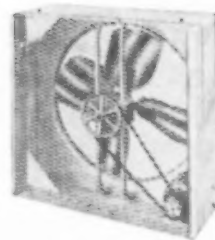


UPSON QUALITY BOLTS AND NUTS

Murray 20" Window Fan
Reversible or Exhaust—
Only, 1 or 2 speed



Murray 30" Window Fan
Reversible or Exhaust—
Only, 1 or 2 speed



Murray

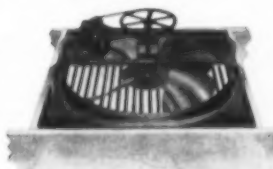
Kans
✓

the line . . . with the South in mind

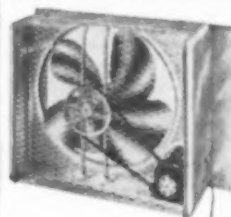
Murray fans are made in the South, with the Southern customer and the Southern dealer foremost in mind. Murray — and only Murray offers a complete line — a type of attic or window ventilating fan to fit every Southern home, every Southern pocketbook.

Murray — and only Murray — offers a complete money-back inventory guarantee to its distributors. Murray — and only Murray — offers the best product, the best advertising back-up to Southern dealers. For full information on dealer and distributor franchises and free catalog, write . . .

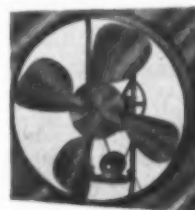
Exclusive National Sales Agents for Murray Fans
H. C. Biglin Co., Inc.
177 Harris St., N.W.
Atlanta, Ga.



Murray Attic Fan
Vertical Discharge



Murray 24" Window Fan
Reversible or Exhaust—
Only, 1 or 2 speed



Murray Attic and
Industrial Fans
Horizontal Discharge



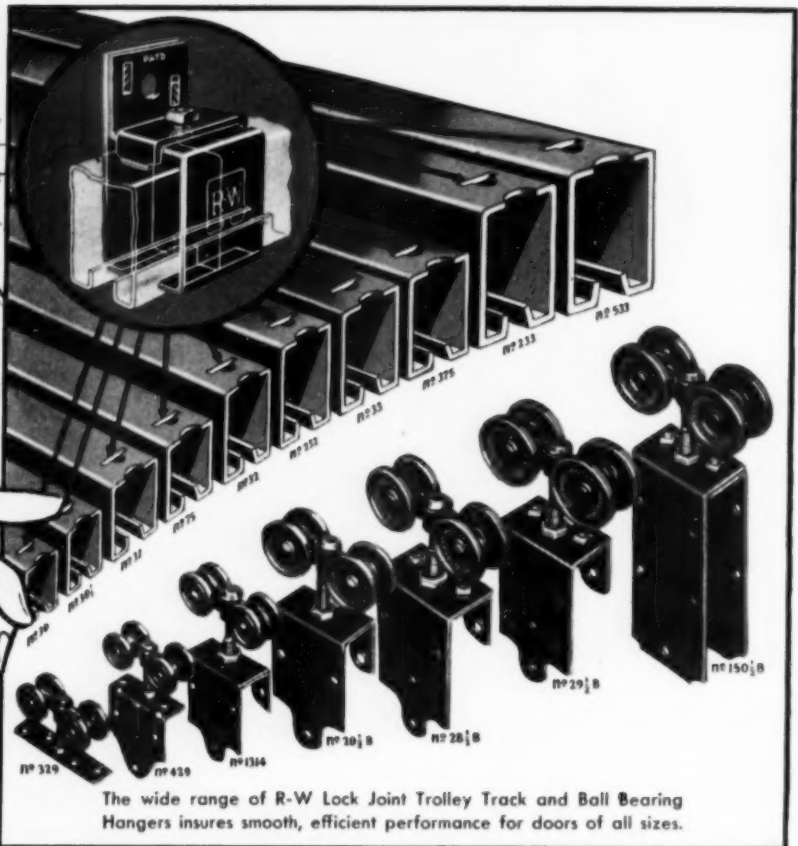
Murray 16" Window Fan
Portable room-to-room

Murray

Company of Texas, Inc.
VENTILATING FAN DIVISION •

ATLANTA, GA.

Farmers know there's nothing like Richards-Wilcox door hardware!



The wide range of R-W Lock Joint Trolley Track and Ball Bearing Hangers insures smooth, efficient performance for doors of all sizes.

When farmers want effortless, friction-free sliding door hardware, they want Richards-Wilcox Ball Bearing Hangers and Lock Joint Trolley Track. R-W Door Hardware means years of dependable, efficient service... easy manipulation, regardless of door size and weather conditions. For barns and other outbuildings, there's no finer sliding door hardware than Richards-Wilcox.

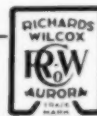
On the farm, in industry, in the home... Richards-Wilcox has "a hanger for any door that slides"... providing you with the right answer to every door hardware requirement. Write for catalogs and full information on the complete R-W line and services. Insure customer satisfaction and increased door hardware profits... this year, next year, every year... with R-W equipment.

Richards-Wilcox Mfg. Co.

"A HANGER FOR ANY DOOR THAT SLIDES"

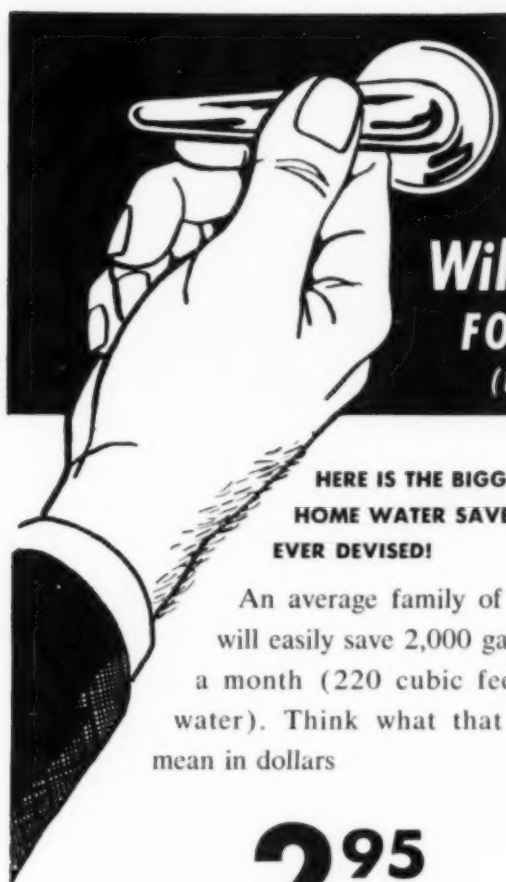
336 THIRD STREET, AURORA, ILLINOIS

1880



1953

SLIDING DOOR HANGERS & TRACK • FIRE DOORS & FIXTURES • GARAGE DOORS & EQUIPMENT • INDUSTRIAL CONVEYORS & CRANES • SCHOOL WARDROBES & PARTITIONS • ELEVATOR DOOR OPERATING EQUIPMENT



HALF-FLUSH TOILET CONTROL

**Will save water • save money
FOR ALL OF YOUR CUSTOMERS**
(Even in your own home and business)

**HERE IS THE BIGGEST
HOME WATER SAVER
EVER DEvised!**

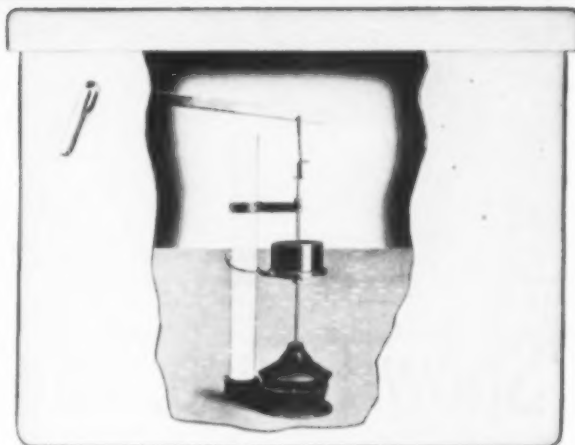
An average family of four
will easily save 2,000 gallons
a month (220 cubic feet of
water). Think what that can
mean in dollars

2⁹⁵
LIST

EASILY INSTALLED BY HOME OWNER

Fits any modern toilet tank—
Simple instructions enclosed—
Only pliers and screw driver needed.

Finger tip adjustment allows exactly the water
necessary to do a complete flushing job. By
tripping the handle you will use the upper half
of the tank of water. However, the full tank
is *always* available if needed.



SAVES 1/3 OR MORE

of water used by residences, hotels, motels, apart-
ments, taverns, theaters, service stations and others.

1. Relieves sewage disposal problems in septic tanks and cesspools.
2. Saves operating cost of home water systems.
3. Reduces "Sweating" from condensation.
4. Accurately seats ball thus relieving noise, leaks, and maintenance expense.

FULL MONEY-BACK GUARANTEE

Use approved by public officials.

All parts made of brass, copper or plastic.

Copyright 1953, Mill-Hall Sales Company, Portland, Oregon



Packaged in 1/2 dozen or dozen dis-
play cartons. Nationally advertised
and publicized. Local advertising
schedule to support retailers.

**TEXAS, OKLAHOMA, ARKANSAS AND
LOUISIANA REPRESENTATIVE**
H. A. VARNER AND ASSOCIATES
8305 Western Drive • Houston 24, Texas
Phone: HOlbrook 53398

**ALABAMA, GEORGIA, FLORIDA, NORTH AND
SOUTH CAROLINA AND TENNESSEE REPRESENTATIVE**
CARTER FRANKLIN
P. O. Box 412 Savannah, Georgia

MILL-HALL SALES COMPANY
625 Cascade Building • Portland 4, Oregon
Phone: CApital 9595

Appearing in Oct. 10th

The Saturday Evening
POST



“Show-House,” the new model home advertising feature, selects a **Barrett Asphalt Shingle Roof!**

On October 10th the second of a unique series of two-page ads devoted to new homes will call for the attention of The Saturday Evening Post's 10,000,000 readers. This editorial-style ad presents an unusual model home or “SHOW-HOUSE” designed by experts and packed full of ideas. Close-ups of all features including the Barrett Roof are illustrated in full color.

Barrett has the distinction of being the first roofing manufacturer to be represented. On the basis of beauty, practicability and cost, Show-House designers selected Barrett Dublecote® Multi-Shingles® in pastel blue for the roof of this modern home. Copy will describe the selling points of Barrett Shingles—their unusual range of colors—their good looks, economy, durability, long-lasting weather protection and fire-resistance.

Here is a low-cost opportunity for you to build sales. Keep in mind that a large percentage of the Post's

readers are homeowners, many of whom are in the market for a new roof. Get a few copies of the October 10th issue of the Post. Display the Show-House feature in your window and inside your store. Arrange a showing of Barrett Shingles around the ad. Use it as a sales argument.

We believe you will find Barrett's participation in Show-House a source of direct sales. This is in keeping with our policy that—building *your* business . . . is good business for Barrett.



BARRETT DIVISION



ALLIED CHEMICAL & DYE CORPORATION
40 RECTOR STREET, NEW YORK 6, N. Y.

205 W. Wacker Drive, Chicago 6, Ill.
36th St. & Grays Ferry Ave., Philadelphia 46, Pa.
1327 Erie St., Birmingham 8, Ala.

*Reg. U. S. Pat. Off.



Outdoor Advertising

DAVIS

OF BALTIMORE

THE H. B. DAVIS COMPANY

Bush and Severn Streets, Baltimore 30, Maryland
and Savannah, Georgia

Building sales where they count most—in protected Davis dealers' own territories.

It's The Talk Of The Trade...

NEW PYREX®



PYREX Dinnerware Can Take Really Rough Treatment Like This!

● **Imagine** a cup stout enough to be used as a hammer! Shown here is one of the many laboratory tests proving the durability of PYREX Dinnerware. It won't crack, craze, chip or scratch . . . cup handle is an integral part of the cup—will not break off in use!

Make Your Store Headquarters!

● **Capitalize** on the tremendous interest in PYREX Dinnerware. Make your store headquarters in your area for this new fast-selling line. Feature it in window and department displays, in your newspaper, radio, television advertising and in your mail to customers.

● **Plan a major** PYREX Dinnerware promotion and brief your sales people. Be certain you have stocks adequate to meet the demand. Order from your regular PYREX ware distributor. Remember—regular PYREX ware discounts apply!

FREE Merchandising Kit Will Help You Cash In!

● **Free merchandising materials** needed to help establish your store as PYREX Dinnerware headquarters. The kit contains a display dramatizing the cup-hammering test and showing several pieces of PYREX Dinnerware. It can be used on counters or in windows.

● **In addition**, there are mats for your newspaper advertising . . . radio and television scripts . . . a sample envelope enclosure which you can order in quantities you need . . . a fact sheet for your sales force . . . ideas for your window and departmental displays.

IT'S NEW!

PYREX

BRAND

DINNERWARE!

Amazingly Durable, Beautiful And Practical—
Offers Tremendous Opportunity For
Extra Sales And Profits!



16-PIECE SERVICE FOR FOUR—*Retails At*

\$5.95

● **PYREX Dinnerware** has been a sales sensation ever since its introduction. It has widespread appeal to all income classes with its beauty, durability and low price. The sales potential is estimated to be as great as that of PYREX Ovenware, Colored Bakingware and Flame-ware combined!

● **Backed by** a heavy-impact advertising campaign in *Life*, *Better Homes and Gardens* and *Ladies' Home Journal*, the new PYREX Dinnerware will sell on sight when well displayed.

HIGH-STYLE DECORATOR COLORS

Your customers have a choice of four popular colored borders which blend with any table setting—

- Flamingo Red
- Turquoise Blue
- Lime Green
- Dove Gray

With luxurious 22-carat gold bands — 16-piece set, only \$8.95.



PERFECT SELLING COMPANION

● Dinnerware colors either match or harmonize with those of PYREX Bakingware. Display them together for extra sales of both!

DINNERWARE

a product of Corning Glass Works, Corning, N.Y.

**BEHIND THIS
LOWE BROTHERS
PAINT CAN**



...is a powerful selling force

Inside this can is the "plus" ingredient of skill. It has assured consistent high quality for Lowe Brothers Paints year after year. The natural result of consumer acceptance has helped build one of the nation's greatest dealer organizations.

Behind this can is a tremendous selling force, in the form of great advertising and merchandising programs. This backing has made the Lowe Brothers proposition outstanding in the industry, for it has provided dealers with the kind of pre-proved support that pulls people into the store . . . to buy! The result—steadily increasing sales volume for Lowe Brothers dealers year after year!

You have everything to gain and nothing to lose by checking into the many extra bene-

fits of a Lowe Brothers agency. Our files of actual dealer histories are open for your inspection. Get the facts—write or wire today!

The Lowe Brothers Company • Dayton 2, Ohio



Lowe Brothers
PAINTS ★ VARNISHES



full dealer mark-up!

BUILT FOR PROFIT

Just think! A complete line of sprayers and dusters with even the most popular models carrying a FULL dealer mark-up.

A BEAUTIFUL SPRAYER

The entire ACME GOLD SEAL line has been redesigned to offer sparkling new, more attractive sprayers that will sell on sight. Every model has eye appeal. No shelf warmers here!

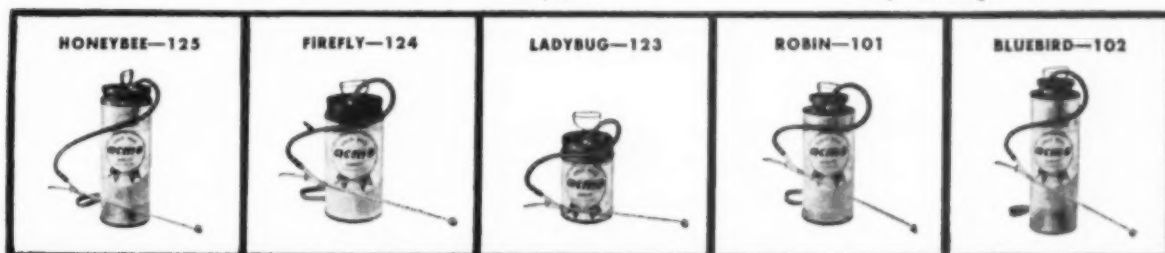
A SAFE, SAFE SPRAYER

The new exclusive ACME golden seam makes this sprayer the safest sprayer ever built. No chance of an accident here.



A SPRAYER WITH MANY NEW FEATURES.

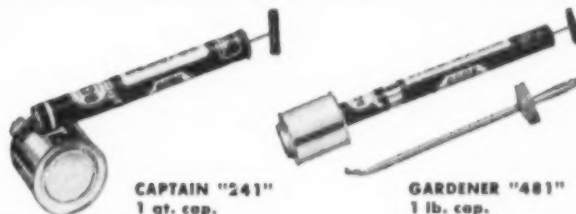
1. The open top that goes on with a twist of the wrist.
2. The compression gasket that insures complete safety.
3. The new flexible draw pipe ... sprayer will operate in any position.
4. The completely adjustable nozzle that offers a perfect spray with no blind spots.
5. The most amazing easy-to-use valve in sprayer history.
6. All parts remove for complete cleaning.



a complete sprayer line!



*Sold only
through the
Hardware
Wholesaler*



SPRAYERS AND DUSTERS

ACMELINE MFG. CO — TRAVERSE CITY, MICH.

STEP UP YOUR CHRISTMAS TOOL SALES



► Step up your Christmas sales by displaying these popular Crescent Tools in bright red, green, white and silver holiday boxes. Wrappings are applied over standard Crescent boxes and can be removed after the Christmas season if any stock is unsold. Order from your jobber now. These quality tools make ideal gifts in the popular price bracket.

TOOLS AVAILABLE

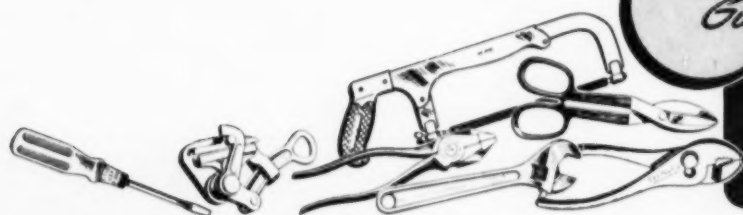
AC16	Six inch Crestoloy Wrench...	\$2.00
	Retail value	
AC18	Eight inch Crestoloy Wrench...	\$2.30
	Retail value	
AC110	Ten inch Crestoloy Wrench...	\$3.00
	Retail value	
L26	Six inch slip joint, thin nose Plier...	\$1.20
	Retail value	
T47	Seven inch combination Snip...	\$2.60
	Retail value	

CRESCENT TOOLS

Give Wings to Work

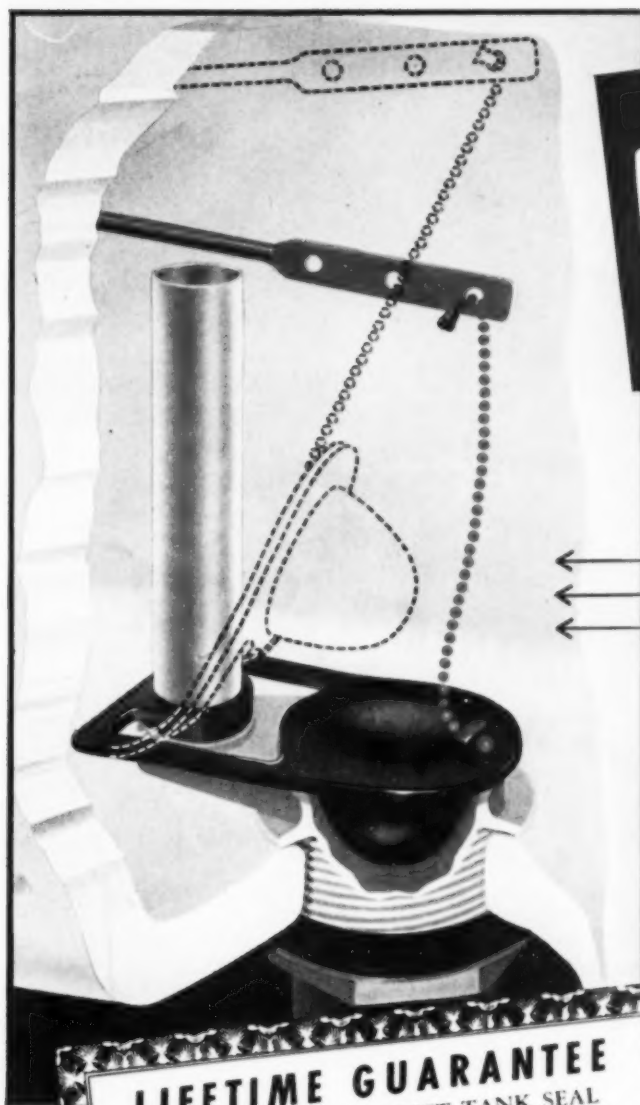
*Sign of the Artisan
Symbol of Excellence*

®



Crescent is our trade-mark, registered in the United States and abroad, for wrenches and other tools. Sold by leading distributors and retailers everywhere and made only by
CRESCENT TOOL COMPANY, JAMESTOWN, NEW YORK

OBSOLETE THE CONVENTIONAL TANK BALL



LAVELLE
Korky
CLOSET TANK SEAL
PATENT NO. 2,598,967

**AS DRAMATICALLY NEW IN THE
TOILET CLOSURE FIELD AS THE
SELF-STARTER WAS TO THE AUTO**

- ← **No Guide Arm! No Lift Wires!**
- ← **No Drip! No Gurgle! No Plop!**
- ← **Seats on Lid Section Only! Absolute Seal!**

It's as dramatically new in the toilet closure field as the self-starter was to the automobile! The Lavelle Korky works simply, positively, always—is so enduring we *guarantee it for life!* No misalignment of guide arm and lift wires . . . no tank ball "centering" . . . no drip, gurgle, or plop . . . fingertip operation! Korky finds its own seat under exerted water pressure of three lbs. to assure an absolute seal automatically with every flush. It's the *only* toilet closure guaranteed for life—developed after years of laboratory and field testing by Lavelle, a leader in the plumbing-rubber field for over 41 years. Contact your Lavelle Jobber today!

LAVELLE RUBBER COMPANY
424 North Wood Street • Chicago 22, Illinois

LIFETIME GUARANTEE LAVELLE KORKY CLOSET TANK SEAL

The Lavelle Rubber Company guarantees that the Lavelle Korky Closet Tank Seal will render you a lifetime of satisfactory service under normal operating conditions. Should the Lavelle Korky Closet Tank Seal fail or a defect develop, send this guarantee certificate and your Lavelle Korky Closet Tank Seal to the Lavelle Rubber Company, 424 North Wood Street, Chicago 22, Ill., and a new Lavelle Korky Closet Tank Seal will be forwarded to you, no charge, postpaid.

Robert L. Sullivan
Robert L. Sullivan, President

HERE'S HOW YOU PROFIT, MR. DEALER
12 individually packaged Lavelle KORKY Closet Tank Seals with beaded chain and stops to a colorful master display carton.

LIST PRICE	
(Per carton of 12)	\$16.68
YOUR COST	
(Per carton of 12)	10.01
YOUR PROFIT	\$6.67

IF MADE BY

Blair

THE QUALITY'S THERE!

HAND
MOWERS

**BLAIR
MANUFACTURING
COMPANY**

for 75 years
makers of quality
lawn mowers

are happy to announce
the appointment of

JOHN H. GRAHAM & CO., INC.
105 Duane St. New York, New York

as their
Sales Representative
for the South and Southwest

**BLAIR
MANUFACTURING
COMPANY**

SPRINGFIELD 7, MASSACHUSETTS
TELEPHONE 2-7449

POWER
MOWERS

ROTARY
MOWERS

**PACKAGED
TO COMPEL
ATTENTION!**

**PRICED
TO SELL!**



SWANLITE is quality merchandise, guaranteed in writing for 10 years! Best of materials — virgin plastics — solid brass MAXIVOLUME couplings.

**SWAN JEWEL BOX
CAN BE LIGHTED
FROM WITHIN!**

When you open your Swan Jewel Box, you will find complete instructions for making a beautiful internally lighted display with material every hardware dealer has on hand. When light is turned on the brilliant colors of the hose sparkle, making a dazzling, eye-catching day or night-time display that rings the cash register!



SWAN Jewel Box DISPLAY...

of the Crown Jewels of Plastic Garden Hose!

**ORDER YOUR SWAN
"JEWEL BOX" DISPLAY UNITS**

*from your
Swan Jobber
TODAY!*

Here they are — the sparkling *Crown Jewels* of plastic garden hose! Beautiful, transparent SWANLITE — made of virgin, vinyl plastic. Each *Jewel Box* contains five coils of SWANLITE, each coil a different color — brilliant, gorgeous colors as follows: Kelly Green; Light Green; Cherry Red; Amber; Aquamarine. Coils available in 25 or 50-ft. lengths equipped with famous MAXIVOLUME coupling for 50% faster water flow! The right color and the right length to please every customer!

The sturdy shipping carton, when opened as directed, makes this lovely *Jewel Box*, ready to display on table, counter, or in window. Can be lighted from within to make a dazzling night-time display.

NUMBER	COLOR	SIZE	PACKAGING	UNIT SHIPPING CARTON	WEIGHT
185	Kelly Green Light Green Cherry Red Amber Aquamarine	Full 7/16" inside diameter	25-ft. coil coupled in Jewel Box Display	5 coils per 125-ft. carton	14 lbs.
			50-ft. coil coupled in Jewel Box Display	5 coils per 250-ft. carton	26 lbs.

SWAN RUBBER COMPANY



BUCYRUS, OHIO, U. S. A.

World's Largest Manufacturer of Garden Hose



IMPROVED *Swan* SPRINKLE-SOAKER

*Does the work of a lawn-sprinkler and soil-soaker
and DOES IT BETTER!*

The Swan SPRINKLE-SOAKER is a must for everyone who wants beautiful lawns, flowers, shrubs and gardens.

The oval-shaped tube of the SPRINKLE-SOAKER has hundreds of tiny holes pierced on one side only. To sprinkle, turn the openings up; to soak, turn them down, and adjust the water pressure. The SPRINKLE-

SOAKER will not wash away soil, or damage roots when used as a sprinkler, and it will not wet the underside of foliage when used as a soaker.

Made of beautiful green plastic. Easy to clean and keep clean. Will not fade, mildew, rot, or sun-check. Available in 25 and 50-ft. lengths with solid brass male and female couplings.

STYLE	WEIGHT	PACKAGING	LENGTH
15	25-ft.	10 SPRINKLE-SOAKERS to carton	24 lbs.
15	50-ft.	10 SPRINKLE-SOAKERS to carton	42 lbs.

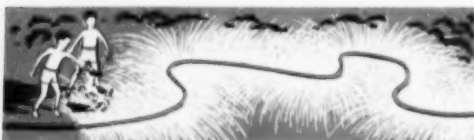


The only practical way to sprinkle or soak long, narrow strips. Puts the water on the grass, not the house or sidewalk.

SPRINKLE-SOAKER is mounted on a strong display board, printed in three brilliant colors. Displays a strong selling message. Board is equipped with twin easels for easy display on counters or in windows.

Swan LAWN SPRINKLER

An inexpensive sprinkler only. Not a combination sprinkler and soaker. Has full 3/4-inch diameter strong plastic tube with hundreds of tiny holes punched all the way around it. Attached to garden hose, they shoot out a gentle cloud-like spray about fifteen feet wide. Makes



it easy to sprinkle those hard-to-get-at areas whether oval, circular, or rectangular. Puts water on the grass, not the house or sidewalk. Made of tough vinyl plastic in attractive grass green color. Equipped with solid brass coupling. Available in three different lengths.

STYLE	LENGTH	PACKAGING	WEIGHT
12	20-feet	10 Sprinklers per carton	15 lbs.
12	35-feet	10 Sprinklers per carton	21 lbs.
12	50-feet	10 Sprinklers per carton	35 lbs.



SWAN RUBBER COMPANY • • • BUCYRUS, OHIO

World's Largest Manufacturer of Garden Hose

Approved and Acclaimed by America's
Hardest-to-Please Paint Users...

YOUR CUSTOMERS!

SATONE.



- NO OBJECTIONABLE ODORS
- FULLY SCRUBBABLE
- NEEDS NO PRIMER OR SEALER
- COVERS IN ONE QUICK DRYING COAT
- WIDE COLOR RANGE



Made By The Makers of
FLATLUX
America's Low-Cost Luxury
Wall Finish

Alkyd Flat Enamel
THE AMAZINGLY NEW, TOTALLY
DIFFERENT FINISH FOR WALLS,
WOODWORK AND CEILINGS



Formulated to give you the inside track in the ever-growing "do it yourself" paint market, new Satone Alkyd flat enamel continues to set a terrific sales performance pace. Free of objectionable paint odors, fully scrubbable and priced to put more profit in your pocket, new Satone meets every color demand... gives you a fast turn-over product that can put new life in your paint department. Look into this fabulous Satone story today and remember... no other wall finish can match its performance record.

Remember! A BPS Franchise is exclusively yours for protected profits!

WRITE NOW!

The Patterson-Sargent Company
1325 East 38th Street
Cleveland 14, Ohio

Without any obligation whatsoever, I'd like further proof of SATONE performance.

NAME _____

ADDRESS _____

CITY _____ STATE _____

SH-10-53

THE PATTERSON



SARGENT COMPANY

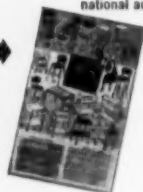
Look what we're putting behind your **COSCO** Christmas Promotion!

Make it your greatest Christmas ever!
Send coupon for Free Merchandising Kit!



FREE! Easel-mounted reprints of COSCO's national advertising!

ALSO! Full-color, six-page statement enclosures selling the full COSCO line ... only \$3.00 per thousand!



FREE! A giant, full-color banner—illustrating, describing, and pricing every COSCO model! Topped with mammoth die-cut Santa saying "Want my advice? Give COSCO!" (Also available in pasteboard form to mount on COSCO Display Stand Model ST-1)



FREE! Die-cut "spotties" to put on your COSCO Products!

FREE! Ready-to-use ad mats and radio commercials, plus product mats and photos, and handy "copy slants," for your own advertising!



ALSO! COSCO's sensational display stand, Model ST-1, which has doubled and tripled COSCO sales for dealers coast to coast ... only \$10.00 on special purchase plan!

Link your store with COSCO'S great national advertising. Mail coupon now!

HAMILTON MANUFACTURING CORPORATION
Department SH, Columbus, Indiana

☐ Please send me _____ (quantity) imprinted statement enclosures at \$3.00 per thousand.

☐ Please send, without obligation, free merchandising kit for our Cosco Christmas Promotion.

☐ Please send cardboard mounted Santa Claus cutout for ST-1 Display Stand.

Name of Store _____

Street _____

City _____ State _____

COSCO

SOUTHERN HARDWARE for OCTOBER, 1953



**full-color
double-page
spreads in**

LIFE

(DECEMBER 7TH ISSUE)

and

COMPANION

(DECEMBER ISSUE)

39,700,000 Americans — including your customers — will see these spectacular sales messages in *Life* and the *Companion* and put Cosco on their gift lists. Get ready for these national advertising bomb-bursts! Send now for Free Tie-In Merchandising Kit, containing everything you'll need to capture the pre-sold Cosco customers in your trading area. Order early — stock and display the complete line.

HAMILTON MANUFACTURING CORPORATION
COLUMBUS, INDIANA

Metal Household Furniture

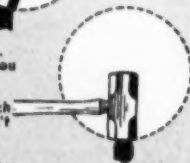


Why Warren Tools Are More Accurate

When striking an object low, you still have point-to-point contact . . . due to the 6-inch radius on the face of the sledge.



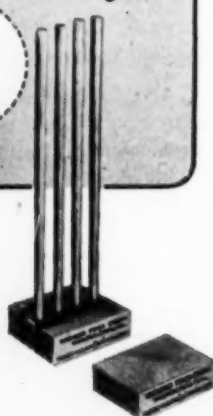
A perfect blow. Unfortunately you can't do this every time, but due to the 6-inch radius, you don't have to.



Striking an object high. Once again, you have point-to-point contact . . . due to the 6-inch radius ground on the face of the sledge.



Shipped with or without handles, four to a carton, for easy handling and efficient storage. Fully protected from scuffing and scratching.



● Tell your customers the reason Warren-Teed sledges have shiny faces . . . they will be interested to know there is a sound engineering idea involved.

Warren-Teed sledges feature a shiny face because they are machine turned, then polished and protected with a clear, tough lacquer. This operation gives the face of the sledge a 6-inch radius . . . and results in a more accurate striking tool.

In addition to their accuracy, Warren-Teed tools, forged from special open-hearth steel, are made to stand up under the most rugged usage. You can't abuse them . . . they're too tough! All this and beauty too . . . they are painted Dutch Blue to catch the eye of the quality buyer.

Order Warren-Teed sledges today, explain their shiny faces to your customers and make a sale. Write, if you require more information.

WARREN-TEED *Tools*

WARREN TOOL CORPORATION

General Offices . . . Warren, Ohio

Export Division . . . 30 Church St., New York 7, N. Y.

SOUTHERN HARDWARE for OCTOBER, 1953

Clinton hex mesh nettings



HAVE DIVERSIFIED CUSTOMER APPEAL

OTHER WICKWIRE
HARDWARE PRODUCTS



Gold Strand
Insect Wire Screening



Clinton Standard
Hardware Cloth



Perfection
Door Springs



Quick Hitch
Gate Springs



Wisco Flexible
Wire Clothes Line



Wisco TV
Guy Wire

MANUFACTURED in a wide variety of widths, meshes and wire sizes, Clinton Hex Mesh Nettings are used extensively for poultry and fur farm enclosures, crab traps, stucco reinforcement, baseball and tennis court enclosures, and for numerous other diversified purposes.

You can count on continued customer satisfaction with sturdy Clinton Hex Mesh Nettings. Made with extra strong selvages, they hang well, are easy to handle, will give years of weather-resistant service.

Write or call our nearest sales office for full details.

THE COLORADO FUEL AND IRON CORPORATION—Denver, Colorado
PACIFIC COAST DIVISION—Oakland, California
WICKWIRE SPENCER STEEL DIVISION—Atlanta, Boston,
Buffalo, Chicago, Detroit, New Orleans, New York, Philadelphia

WICKWIRE

HARDWARE PRODUCTS

PRODUCTS OF WICKWIRE SPENCER STEEL DIVISION
THE COLORADO FUEL AND IRON CORPORATION

The One Reel That's Right

for trouble free spinning, casting or fly fishing



LIST PRICE

\$16⁵⁰



★ **"CHANGE-EASY" SPOOLS . . .**
hold different weight lines. Simple and easy to change spools in less than a minute. Price \$1.00.

★ **PICK UP LOCK AND CLICK . . .**
locks the reel in a pick up position. Two tone click tells whether fish is coming in or going out.

★ **INCREASED LINE CAPACITY . . .**
100 yds. of 10 lb. line, 150 yds. of 6 lb. line. Largest capacity of any leading closed type spinning reel.

★ **"CARBOLOY" PICK UP**
guarantees lifetime use without wear on the pick up.

★ **SALT WATER PROOF**
Johnson Reel is perfect for light salt water fishing.

★ **NEVER A LINE TWIST**
with a Johnson. True spinning action both on cast and retrieve makes line twist impossible. No gadgets or line untwisters necessary.



Over 77,000,000 people will read about Johnson Reels in the top Outdoor and Mass Circulation magazines in 1954! Prepare for this "pre sold" Johnson market now.

ALL JOHNSON REELS SOLD THRU JOBBERS ONLY

DENISON-JOHNSON SALES CORP.

MANKATO 3 MINN.

Demonstrate It To Your Customer On Any Rod of His Choice!

Dealers!! Be prepared for a treat the moment you make your first practice cast with the NEW Johnson 80, the one, all purpose reel. Never before has there been a reel with such versatility and simplicity. Every demonstration will prove it. No matter where your customer fishes - river, stream, lake or ocean.... no matter how - spin, cast or fly - the Johnson "80" is the buy. Cash in on the Reel Appeal of the Johnson Line - there's more profit for you when you compare it like your customers do. Push button control holds and releases line for true one hand operation... rugged Nylatron Drag for "smooth as glass" retrieves - 16" of line with one turn of handle... moving parts Electro Filmed for lasting lubrication... adjustable drag... change from right to left hand operation in less than a minute by reversing spool.

OTHER MODELS 60-40a-20 ALL PRICE RANGES

Coleman®

OUTING PALS™



Sell 'em together for Christmas . . .

As always, the famous Coleman Camp Stove and Lantern will be favorite Christmas gifts for outdoor people everywhere . . . hunters, fishermen, campers, vacationists. And now the new Coleman Folding Picnic Table and Carrying Case gives you a third sure-profit outdoor gift item. Include them in your gifts items. Display 'em together—demonstrate 'em together—and you sell 'em together!



Coleman Folding Camp Stove

Great appeal as a gift for sportsmen—and for all the family. Lights instantly. Cooks like a city gas range. High-power burners. Folds up and carries like a suitcase. Folding High Stand brings stove up to comfortable cooking height—and is an extra profit item. 2 and 3-burner models.



Coleman Floodlight Lantern is the most popular all-purpose outdoor light on the market. Compact, sturdy, lightweight. Lights instantly. 8 to 10 hours lighting service from one filling. Floodlights 100-ft. area. Easily attached Coleman Reflector makes it a high-power spotlight. One single-mantle and two double mantle models.



Coleman Folding Picnic Table and Carrying Case

A new outstanding Christmas gift for all the family. Sets up in a jiffy on strong steel legs. Big 28-in. square top; 26¼ in. high. Folds into streamlined carrying case with legs and stools inside, plus extra space for other equipment. Ideal utility table around the home; rubber feet protects rugs and floors.



• A sensational seller that is going like wild-fire!

• Folding stools extra—have removable, washable canvas seats.



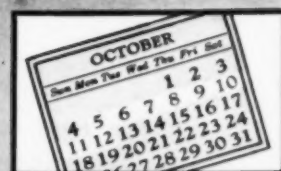
ORDER FROM YOUR JOBBER!

The Coleman "Outing Pal" line means 3-way profit for you this Christmas. Order now for the big holiday season ahead. And remember, you sell these leading outdoor products for "more fun" plus emergency use.

THE COLEMAN COMPANY, INC.
Wichita 1, Kansas



YALE NEWS



October 1953

YALE IN LIFE



Yale* 042 Nightlatch advertised in America's #1 Magazine

SECURITY!
YALE* 042 NIGHTLATCH

With the easy instructions in each kit, you can install the 042 in just three steps.

STEP 1: Bore a hole thru door, insert cylinder from outside.

STEP 2: Screw latchbolt housing to opposite side of door.

STEP 3: Countersink and attach strikeplate to sash. Your Yale nightlatch is now ready to operate... ideal security for all doors of your home or store.

*Reg. U.S. Patent Office

YALE & TOWNE MFG. CO.

irha and LIFE Magazine combine on October 5th...the day the smashing 8-page ad will appear! The Theme: "Do-it-Yourself"...the modern way to save money and still have a more beautiful, more efficient home.

Millions upon millions of LIFE readers will be told to visit *you*...their local hardware dealer. They'll buy the products you sell...get their "How-To" Book.

But, YALE does even more for you! For the first time in hardware history, YALE introduces a new type Self Display Box for the 042 Nightlatch...the same nightlatch your customers will see advertised in LIFE. It's a self-displaying carton that'll push these popular items over your counter as fast as you can get them in stock.

Remember, irha Hardware Week starts this year on October 5th...be set for it.

Get ready for Nightlatch sales with this brand new SELF-DISPLAY BOX

Now, another sales-getter from YALE... a sure-fire SELF-DISPLAY BOX in eye-catching color. And, the three 042 Nightlatches are easy to see and easier to sell because they're enclosed in acetate. If this isn't your fastest moving lock, it's sure going to be now! So, order today...wire or call your distributor to make sure you have plenty on hand.





YALE NEWS



Yale Lock & Hardware Division

YALE FOR CHRISTMAS

Another Yale first— padlock packages for hardware sales

Put these two items at the very top of your Christmas List and underscore them in red...they are the ever-popular Yale Nugget and Yale Ziplock.

Everybody wants a Ziplock and everybody can use a Yale Nugget. That makes them ideal gifts and that's why we've packaged them in handsome gay cartons decorated with the colors of the season. Ziplocks come individually boxed and also 6 in a carton, each in an individual transparent envelope. Nuggets come in two kinds of cartons to clinch more sales—one with two locks opened by the same key; the other, one lock. Both Nugget Cartons are the new "store window" type and come complete with the sales story on the back of each.

Order early...avoid the rush



Be sure to order your new stand-up display cartons

Gift business is big business...and Christmas time is your biggest opportunity to cash in on it. That's why YALE designed these colorful new STAND-UP DISPLAY Cartons...to help you sell even more Ziplocks and #711 Nuggets. They make folks reach out and take the locks for themselves...for their friends and members of their families.

Get yours now...let your counter be a YALE salesman that'll keep your cash register ringing the kind of profits you want. Don't wait until it's too late! Get in touch with your distributor as soon as you can! Today!

*Reg. in U. S. Pat. Off.

YALE & TOWNE



BUSINESS EXECUTIVES CHECK THESE QUESTIONS

If you can answer "yes" to most of them, you—and your company—are doing a needed job for the National Blood Program.

- | | |
|--|---|
| <input type="checkbox"/> HAVE YOU GIVEN YOUR EMPLOYEES TIME OFF TO MAKE BLOOD DONATIONS? | <input type="checkbox"/> HAS YOUR MANAGEMENT ENDORSED THE LOCAL BLOOD DONOR PROGRAM? |
| <input type="checkbox"/> HAS YOUR COMPANY GIVEN ANY RECOGNITION TO DONORS? | <input type="checkbox"/> HAVE YOU INFORMED EMPLOYEES OF YOUR COMPANY'S PLAN OF CO-OPERATION? |
| <input type="checkbox"/> DO YOU HAVE A BLOOD DONOR HONOR ROLL IN YOUR COMPANY? | <input type="checkbox"/> WAS THIS INFORMATION GIVEN THROUGH PLANT BULLETIN OR HOUSE MAGAZINE? |
| <input type="checkbox"/> HAVE YOU ARRANGED TO HAVE A BLOODMOBILE MAKE REGULAR VISITS? | <input type="checkbox"/> HAVE YOU CONDUCTED A DONOR PLEDGE CAMPAIGN IN YOUR COMPANY? |
| <input type="checkbox"/> HAVE YOU SET UP A LIST OF VOLUNTEERS SO THAT EFFICIENT PLANS CAN BE MADE FOR SCHEDULING DONORS? | |

Remember, as long as a single pint of blood may mean the difference between life and death for any American... the need for blood is urgent!



NATIONAL BLOOD PROGRAM



this
man
has
ice water
in his veins!

Of course he'd never volunteer to give blood, anyway. But any resemblance of this old duffer to the average, red-blooded American is a mistake.

For instance, several million healthy Americans have given blood. *But it's not enough.*

So this is to tell several million more Americans that their blood is needed—now!

We've never let anyone down who was in trouble. When a GI gets wounded and suffers shock—he's in bad trouble. He's got to have blood and lots of it! Folks here at home need blood too—to save their lives.

So make a date with your Red Cross, Armed Forces or Community Blood Donor Center. *One hour and you're on your way.*



**GIVE
BLOOD**
...give it again and again

SOUTHERN HARDWARE for OCTOBER, 1953



***"My water system sales are up now that
I concentrate on the quality line"***

The Myers line alone gives you all you need. Quality at a profit-making price. Top performance. And the line is complete. From the new Ejecto Jr. to the big, sturdy deep well working head there is a Myers water system to meet every requirement . . . to meet all competition. Today, as for 83 years, Myers sells on quality.

You simplify stock problems when you concentrate on Myers. By carrying the Myers line, you are assured quick availability of non-stocked models and parts. And since many spare parts are inter-

changeable, you can make more sales from less inventory.

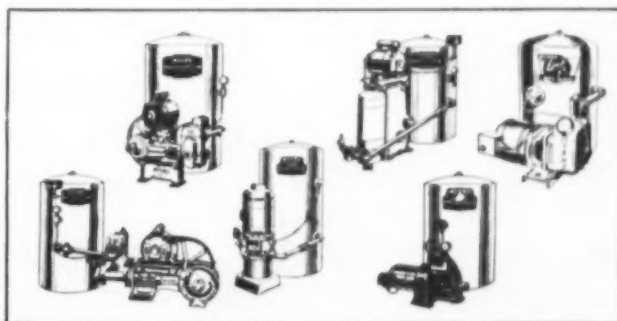
It's easier to train a man to install and service one line of water systems than several. Concentrate on Myers, and you'll be able to handle more jobs in less time.

When you concentrate on Myers, you're selling top quality and life-long dependability. And there's no surer way to make and keep a satisfied customer. To boost your sales and cut your costs, concentrate on the quality line . . . Myers.

***Because More Buyers Buy Myers...
the Myers line is all you need!***



THE F. E. MYERS & BRO. CO.
311 Fourth St., Ashland, Ohio



By Carton, Foot, or Pound

ROPE IS EASIER TO SELL

in the *New*

Columbian COLPACK Coil Cartons

LOOKS BETTER



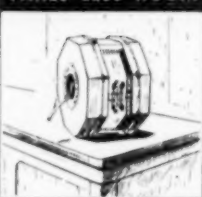
Always clean, compact, neatly coiled. Free from dust, oils, abrasives. No lashings to cut.

EASIER TO DISPENSE



Simply punch out hand hole at top of carton. Pull rope end, cut. Remaining end always easy to reach.

TAKES LESS ROOM



Compact cartons save room, make room for complete stock... preventing lost sales. Store or display anywhere.



Columbian Coil Cartons are real time savers . . .

real sale-makers!

COLPACK octagonal cartons hold approximately 25, 50 and 75 pounds of $\frac{3}{16}$ " to $\frac{3}{4}$ " diameter Pure Manila or Radium Sisal. Rope stays properly coiled at all times. Each foot is in prime condition as it leaves the box!

Shape of carton adapts it to your storage and display problems. Place it anywhere—on floor, on counter, under counter or in basement—and it serves as storage bin, display unit and dispenser.

Order Columbian Pure Manila and Radium Sisal Rope in the versatile Colpack Cartons from your jobber. Price per pound same as ordinary coil.



COLUMBIAN ROPE COMPANY

400-70 Genesee Street

Auburn, "The Cordage City", N.Y.

Here's what your customers
look for in a roof—

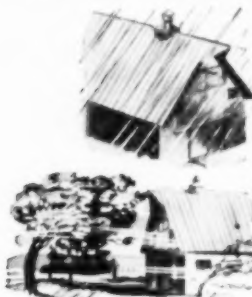
PROTECTION
LOW COST
LONG LIFE
EASY INSTALLATION
A MINIMUM OF
MAINTENANCE

You can satisfy all these requirements best with Tenseal V-Drain Roofing!

Here are the features that give Tenseal Steel Roofing such outstanding sales appeal—

PROTECTION FROM RAIN

Tenseal V-Drain Roofing has been so expertly designed that Tenseal Roofing Sheets can be put together to form a snug, leak-proof steel blanket that protects livestock, stored crops and valuable machinery from the hardest and most persistent rain. It does not expand and contract with weather changes as much as other types of metal roofing, which action, over a period of time can cause undesirable, enlarged nail holes.



PROTECTION FROM

HIGH WINDS AND HAIL

Because Tenseal Roofing is steel, it has unequalled strength and toughness, and has been proved to give rugged resistance against high winds and drumming hailstones.

PROTECTION FROM

FIRE AND

LIGHTNING

Tenseal V-Drain Roofing offers the resistance of steel to the threat of damage from fire, and, when properly grounded, it gives unrivaled protection from lightning.



EASY INSTALLATION

Tenseal can be laid on properly spaced purlins, saving the cost and building time of a solid roof decking. Ordinary farm labor can easily handle Tenseal Steel Roofing.



LONG LIFE AND

LOW MAINTENANCE



Heavy galvanizing on Tenseal Roofing adds years of extra service to the naturally long life of steel. Actual service records vary with the atmospheric conditions in different localities, but users in all parts of the South praise the life span of Tenseal V-Drain Roofing. Once a Tenseal Roof is installed, it requires no additional attention.

LOW COST

The cost of Tenseal V-Drain Steel Roofing, installed, is about the same as for ordinary steel roofing. It is far less than for other types of metal roofing. The long life of Tenseal Roofing makes its annual cost very low . . . one of the best investments a farmer can make.



Be sure you have plenty of good-looking U-S-S Tenseal V-Drain Roofing on hand.



U-S-S TENNESEAL V-Drain ROOFING

TENNESSEE COAL & IRON

DIVISION

UNITED STATES STEEL CORPORATION, FAIRFIELD, ALABAMA

UNITED STATES STEEL EXPORT COMPANY, NEW YORK

UNITED STATES STEEL

You've never seen anything like it!



Big Selling Features — new "Quad-Volute" design, nationally-known motors, bronze impellers, brass venturis and nozzles, rotary seals, heavy-duty tanks!

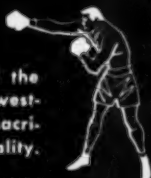


Convertible—and we mean convertible. Same ejector works on shallow wells or on deep (4" or larger) wells — nothing extra to buy. You can get single-pipe models, too.

Designed for Volume Sales! Two complete "Champion" groups (1½ and ½ H.P.) that give you the right model for 82% of the total jet pump market!



A complete line! "Champion" models are available on horizontal tanks, with vertical tanks, or you can buy the pump alone.



Compare prices! You'll find the "Champion" group is the lowest-priced in the field—yet there's no sacrifice of Rapidayton's famous quality.



100% tested! Not just a motor "run-in," not just a "spot test." Every unit must meet rigid inspection standards in a full pumping test with water.

**Write now for more details
ON THIS GREAT, NEW**

***Rapidayton*
CHAMPION**

CONVERTIBLE JET PUMP

THE DAYTON PUMP & MFG. COMPANY

Dayton 1, Ohio

and only *Rapidayton* has it!

HERE'S THE **DELTA** WINDOW Customers Will Look For —



MAKE
SURE
THEY
FIND IT
AT
YOUR
STORE

Millions of potential power tool customers will see this Delta "Christmas Gift Window" advertisement, with its powerful suggestion—"Pick your year-around gift from the Delta Power Tool window!"

They'll actually look for the window—and buy where they find it.

Cash in on the biggest promotion in Power Tool history!

Feature the Delta Christmas Window

Put in the Delta window the first week in November, and leave it in, to sell for you during the big Christmas buying season. We'll supply you with everything you need: life-size cut out of man, window and door banners, window cards, etc.

Tie-in by Advertising Locally

Big national advertising makes folks want Delta Power Tools; your local newspaper ads and direct mail tell them where to buy them. Schedule your programs to coincide with Delta's national advertising. We have a selection of hard-selling tie-in newspaper ad mats and mailers for you.

Display Delta Tools Inside Your Store, Too
Feature big-ticket Delta Tools in your best traffic locations where buyers brought in by the window can see and touch them. And don't forget to include accessories—they're wonderful plus business with a very good profit margin for you.

Demonstrate to Sell

Train your store personnel to demonstrate at every opportunity. Use direct mail and newspaper ads to promote special group demonstrations, "do it yourself" evening clinics, etc. And "demonstrate" outside your store by showing the new Delta sound-color movie at hobby groups, clubs, service organizations, etc.

Take Action Now!

Delta's gigantic fall and Christmas sales and merchandising campaign is the biggest thing in power tool history! It will generate a tremendous surge of big-ticket business at the time of year when folks are in the mood to spend.

... But You Can Cash-In Only by Tying-In!
Plan your program now. Get in touch with your Delta man today, or use the coupon.

DELTA QUALITY POWER TOOLS
Another Product of **Rockwell**



Here's where your prospects will see Delta's powerful Christmas Window ad: *Saturday Evening Post*, Nov. 14; *This Week*, Nov. 21; *Better Homes and Gardens*, Dec.; *Popular Mechanics*, *Popular Science*, and *Mechanix Illustrated*, Nov.; *Home Craftsman*, Nov.; *Homecraft* and the *Home Owner*, Nov.



Delta Power Tool Division
Rockwell Manufacturing Company
692K N. Lexington Ave., Pittsburgh 8, Pa.

☐ Please rush full details on Delta's big fall and Christmas Power Tool promotion.

☐ Who is my nearest Delta Distributor?

Name _____

Position _____

Company _____

Address _____

City _____ Zone _____ State _____

Get More Profitable TOOL Business with these 2 Great NONE BETTER Sales Makers

TOOLS
FOR FARM, HOME & CAR

ACTION BOARD
Junior Tool Dept.
21" x 21"

TOOL DEPT. FLOOR STAND
2 Sq. Ft. of Floor Space

NONE BETTER Tools
ALLOY & CARBON STEEL

Take your choice . . . a complete Tool Department in a sales-handly Floor Rack Display, or a Junior Tool Department on eye-catching Action Boards for wall or counter. Either way, you're in business . . . a money-making Hand Tool Business tailored to fit your store and boost your profits!

These NONE BETTER Displays are designed to sell Tools for you. Simply choose the Assortment you want, the right size for your store, then get set for SALES. Handsome Display Rack with ten popular Sets (5 alloy steel—5 carbon steel) and 90 fast-moving Tools. Action Boards display the fastest-selling individual Tools from the NONE BETTER Line. Let your customers SEE 'em—they'll WANT 'em . . . BUY 'em.

Get your share of the money-making Hand Tool Business. Write today for details and sales-active prices!

**NONE
BETTER
Tools**

THE NEW BRITAIN MACHINE CO., NEW BRITAIN, CONN.

Southern HARDWARE

Hardware and Allied Lines -- Farm Operating Equipment

Vol. 122

October, 1953

No. 10

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SOUTHERN HARDWARE for OCTOBER, 1953

America's top selling outdoor item!

GIANT JON-E G.L.
FAMOUS STANDARD SIZE

Jon-e
hand warmers

Everyone's a prospect: Hunters, Fishermen, Servicemen, Golfers, Outdoor spectators, Policemen, School children etc.

• A practical necessity for all outdoor people—unsurpassed as a gift item. Dealers everywhere rate the Jon-e a terrific fast selling profit maker. —Both the Giant G.L. and the Standard Jon-e are durably designed to last a lifetime, beautifully chromium plated and highly polished. Carried in pockets or mittens they give comforting heat without flame. Use Jon-e Fluid, Energine (naphtha) cleaning fluid, Naphtha or "stove and lamp" gasoline. Both models attractively packaged with soft flannel bag included. Each packed 6 to a carton with counter display card.

GIANT JON-E G.L.

Gives comforting heat for 2 days on 1 filling of fluid.

FAIR TRADE retail price..... \$4.95

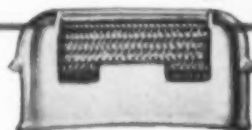
FAMOUS STANDARD SIZE

Gives comforting heat for 24 hours on 1 filling of fluid.

FAIR TRADE retail price \$2.95

Exclusive, Patented Burners

ONLY the Jon-e has these durable patented platinum treated heating elements to insure perfect operation. Giant G.L. size fair-trade retail price, 75c. Standard size, 50c.



Sell Jon-e FLUID for repeat profits

Here's a fast selling repeat sales companion. For use in both models. Fast heating, long lasting.

8 oz. can retails..... 45c 16 oz. can retails..... 75c

FULLY GUARANTEED, NOT IMPORTED. Made only by American Labor and Industry for your protection and service.

Write today for prices and discounts

ALADDIN LABORATORIES, INC., MPLS. 15, MINN.

Business Trends

AND PRICE CHANGES

Sales Outlook Bright for Remaining Months of 1953

AT A TIME when many economists are talking recession the level of business activity continues to break all records. In fact, as the fourth quarter gets under way there is little doubt that sales will reach a new high dollar total for the year.

Employment High

For one thing, employment continues to hold to a record level. In July, 63.1 million persons were gainfully employed. At the same time, personal incomes were running seven percent higher than in 1952. As a result retailers were reporting record sales.

Some soft spots in the economy have appeared. Inventories have headed up and there is little doubt but that production in many hard lines is outstripping demand. While some cut back in production is likely in the months ahead, consumers still have the money to assure good fall business.

Retail Sales Up

So far this year retail sales for the nation's independent retailers are up about six percent. In July, dealers in the lumber, building, hardware group reported sales that averaged one percent above the 1952 month. For the first seven months of 1953, sales by this group of stores, however, were one percent under corresponding period of 1952.

At this time, actually, only the farmer is not doing so well. Farm income at 17.7 billion for the first eight months of the year, is about 10 percent below a year ago. However, the steady decline in farm prices experienced virtually throughout the year has leveled off

somewhat. Farm income, when measured against pre-war standards, is good.

Farm Prices Received Steady in Latest Month

THE INDEX OF Prices Received by Farmers declined one point (0.4 percent) during the month ending August 15, according to a report from the Department of Agriculture. This index, at 258 of the 1910-14 average, was 13 percent less than the 295 for August 1952. Prices of many commodities declined during the past month with lower cattle, hog, and lamb prices having the most effect on the index. These declines, however, were nearly offset by higher prices for milk, eggs, cotton, and lettuce.

The Parity Index (Prices Paid, Interest, Taxes, and Wage Rates) remained unchanged during the month ended August 15 at 278 percent of the 1910-14 average.

Prices of family living items advanced to equal the all-time high of the summer of 1952, but prices of items used in farm production declined.

Personal Incomes At Record Level

HIGH LEVEL retail sales continued to be maintained as the third quarter opened. Through the second quarter, consumer buying was at an annual rate of more than 230 billion dollars, 13 billion more than a year ago.

These high rates of buying have been supported by record incomes and increased buying on credit, according to the Department of Commerce. Personal incomes in the first half of 1953 were at an annual rate of 283.0 billion dollars, about seven percent higher than in the same period of 1952.

Full Employment Spurs Retail Sales

CONTINUING full employment, in addition to high wage rates, pro-

(Continued on page 86)

Geographic Division	% change in sales July 1953 from		7 mos. 1953 from	% change in inventories from July 1953		Stocks-Sales Ratio		
	July 1952	June 1953	7 mos. 1952	July 1952	June 1953	July '53	July '52	June '53
U. S. Total Sales	+ 7	+ 2	+ 6	+ 9	- 1	161	158	167
Hardware:								
South Atlantic	0	+ 2	0	+10	+ 3	272	246	272
East South Central	- 4	-20	+ 3	+23	+ 3	245	192	187
West South Central	+ 1	- 8	0	+15	0	284	244	272

Wholesale Hardware Sales and Inventories
(From U. S. Dept. of Commerce Monthly Report)

Sealand

FIRST FAMILY OF SPORTS

YOU CAN GIVE
yourself
A REAL CHRISTMAS PRESENT



UNION

ROLLER SKATES

Bristol

FISHING RODS AND
ADULT & JUNIOR
GOLF CLUBS

Rain-Beau

FISHING LINES &
RACQUET STRINGS

Springfield

BASEBALLS, SOFTBALLS
AND GOLF CLUBS

Joseph T. Wood

ATHLETIC FOOTWEAR,
ICE AND ROLLER
SKATING OUTFITS

SILVER STREAK
FISHING LINES

UNION HARDWARE CO.
THE SPRINGFIELD CO.

BRISTOL HORTON, INC.
JOSEPH T. WOOD CO.

RAIN-BEAU PRODUCTS CO.
THE J. H. WOOD CO.

...ADDED PROFITS FROM SELLING *Sealand*

Yes . . . this Christmas give yourself a present . . . the extra profits you'll make selling Sealand — the First Family of Sports.

Sealand's famous sporting goods are world-renowned . . . make ideal Christmas gifts in colorful packages for all the members of sports-minded families — adults, teen-agers and juniors. Be certain that every sports-lover in your trading area knows you sell Sealand sporting goods. Stock . . . talk . . . and sell Sealand products and you and all your customers will feel you've had the merriest, most wonderful Christmas ever.

Your Sealand representative will make your planning easy with the newest, most exciting catalog in sporting goods history.

Buy
THE SPORTS BRAND
MILLIONS DEMAND!

Sealand inc

Torrington, Connecticut

Since 1826

NEW YORK • CHICAGO • ATLANTA • LOS ANGELES

HARDWARE INDUSTRY NEWS

R. R. Wendt Passes in Springfield, Mo.

R. R. (RUDY) WENDT, for many years Southern representative for the Phoenix Manufacturing Co., passed away August 27th at his home in Springfield, Mo.



R. R. Wendt

Widely known in the hardware trade, Mr. Wendt at the time of his death was president of the Old Guard, southern hardware salesmen's organization.

Rice Resigns From Star Mfg. Company

THE RESIGNATION of Henry S. Rice, former manager of Star Manufacturing Co., Division of Illinois Iron & Bolt Company, Carpentersville, Illinois, has been announced by H. C. McNeil, company president. Rice's resignation was at the advice of his physicians, and follows a term of 30 years' service with the company.

Charles J. Lane, in charge of sales for the Star Division during Rice's illness, has been elevated to sales manager in addition to his regular position as manager of the cutting parts division. R. E. Miller

has been appointed as assistant sales manager of both divisions.

Lynch to Represent Lumite in Southeast

THE LUMITE Division of Chicopee Mills, Inc., has announced the appointment of Thomas G. Lynch as southeastern representative for their product Lumite saran screening. Prior to joining Lumite, Lynch was associated with Railey-Milam, Inc., of Miami and was sales manager for H. B. Hubbard Co., hardware wholesalers in Jacksonville, Fla.



Thomas G. Lynch

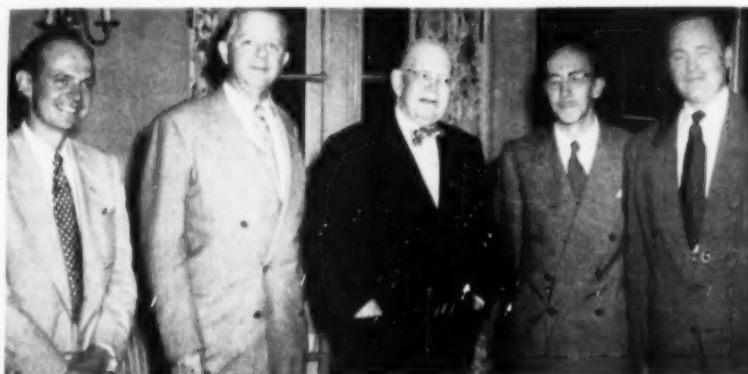
H-I Salesmen Hold Annual Sales Meeting

HORROCKS - IBBOTSON salesmen recently previewed their new tackle line at H-I's annual sales meeting at the company's home offices in Utica, N. Y.

Richard H. Balch, president, reported that sales for the year totaled five percent greater than last year, and predicted that the

new line, which features 60 new tackle numbers, would result in a still larger increase during the coming year.

A high-light of the two-day session was the presentation of cash awards to quota shattering salesmen. In addition to President Balch, other company officials and guest speakers, including Hugh Grey, Editor of Field and Stream Magazine, addressed the group.



Shown above are several of the salesmen attending the recent sales meeting held by Horrocks-Ibbotson. Left to right: C. M. Minnigerode; Walter C. Durham; Edward D. Ibbotson, chairman of the board; Lawrence Lester; and Dan McKeever

Proof of Big Profits Selling Sets!



HERE ARE THE RESULTS OF THE FIRST CONSUMER MARKET TEST OF THE TWO NEW REVERE WARE GIFT SETS

A store whose largest sale of Revere Ware for a single week this year had totaled \$800 ran just one advertisement in the local paper offering the two Sets of Revere Ware.

In two weeks of selling in August the store set these records:

11-Purpose Set—49 Sets sold over the counter, by mail or phone. \$59.95.

Kitchen Jewel Set—40 Sets sold over the counter, by mail or phone. \$49.95.

\$3,955.00 total value of 89 Sets sold, cash, credit or time.

A DEFINITE GAIN OF APPROXIMATELY \$2,000.00 PER WEEK ADDITIONAL SALES AND EXTRA PROFITS MADE BY PROMOTING SETS OF REVERE WARE.

In addition, store traffic in the department improved, and sales of open stock also increased greatly.

These two new Sets have tremendous sales and profit possibilities. Capitalize on them by displays and advertising. Tested newspaper mats, glossy prints and other selling aids furnished free.

WRITE FOR INFORMATION ABOUT NEW LIGHTED REVERE WARE COUNTER AND WINDOW DISPLAY UNIT.



No. 1100—
11-Purpose Set.
Retails for \$39.95

*These Sets
INCREASED
SALES \$2000⁰⁰
per week!*



No. 1400—
"Kitchen Jewel" Chest
Retails for \$49.95

REVERE COPPER AND BRASS INCORPORATED

Rome Manufacturing Company Division, Rome, New York

ROME, NEW YORK • CLINTON, ILLINOIS • RIVERSIDE, CALIFORNIA

SEE REVERE'S "MEET THE PRESS" ON NBC TELEVISION, SUNDAYS



Shown above are sales representatives of the Nicholson File Co. as they stopped for the photographer outside company offices in Providence, Rhode Island, following a session of their sales conference

Nicholson Sales Meeting Held in Providence

THE ANNUAL sales meeting of Nicholson File Co. was held recently at the home office, Providence, Rhode Island.

Edmond A. Neal, domestic sales manager, and Paul J. Roddy, assistant domestic sales manager, were in charge of the program. Speakers included Paul C. Nicholson, Jr., president, and S. Foster Hunt and J. Harry Marshall, vice-president.

Stanley Livingston, Jr., assistant to the president, and W. Sayles Nicholson, research engineer, conducted a clinic at which problems mutual to marketing and product research were presented. Advertising plans for the coming year were presented by the company's advertising department and agency, E. C. Greiner, vice-president of N. W. Ayer & Son, Philadelphia.

Paul C. Nicholson, Jr., gave a comprehensive report on world conditions as observed on his recent trip to Nicholson's affiliate, Wiltshire File Co., Pty., Ltd., of Melbourne, Australia.

Individual conferences, lasting through the week, followed the

formal program. The sales outing, which is attended by factory as well as sales personnel, was held at Metacommet Golf Club.

Ocean City-Montague Executive Passes

Ben C. Zorek, advertising manager of Ocean City Mfg. Co. and Montague Rod & Reel Co., died on August 21 at his home in Philadelphia. He was 49.

A native of Philadelphia, Zorek



Ben C. Zorek

had been a member of the Ocean City-Montague executive staff since June, 1952. Previously he had served as general manager of the Havertown Printing Co., with the Philadelphia Record and Camden Courier-Post newspapers, and with the Cuneo Eastern Press as production expeditor for *Life* and *Time* magazines.

Zorek is survived by his wife, Margaret, two brothers and three sisters.

Tampa Wholesaler Passes Unexpectedly

I. W. PHILLIPS, well-known hardware wholesaler of Tampa, Florida, died unexpectedly on August 22 from a heart attack suffered in Waynesville, N. C., where he was spending a vacation with Mrs. Phillips. He was 51.

One of Tampa's most prominent businessmen and civic leaders, Phillips was president of I. W. Phillips & Co., wholesale distributors of hardware and building supplies, a business which had been established by his father.

In addition to the widow, surviving relatives include three sons, I. W. Jr., Carrol C., and William T. Phillips and two sisters, all of Tampa.

House-Hasson's Novel Promotional Piece

HOUSE-HASSON Hardware Co., Knoxville, Tenn., prepared in their own printing department a 16-page booklet for distribution to their dealers, which ties in with the NRHA "Do It Yourself" promotion. In this folder are illustrated and described the various items which House-Hasson suggested that their dealers feature in the campaign. The booklets were prepared in 25 different sets, one for each salesman; and the booklets mailed into each salesman's territory carried his photograph and name on the cover.

(Continued on page 40)

FLEMING'S Wallrite

works for **YOU...**
to bring customers into Your STORE

Selling *Wallrite* on the air



Millions of homemakers are hearing about Wallrite on popular radio programs—"Grand Ol' Opry", WSM every Saturday night at 10:30; Gary Cole Show, Monday, Wednesday and Friday, 6:30 to 7:30 a.m.; The WSB Barn Dance every Saturday evening, 8:30 to 9:30; and intermittent spots on WBAP-WFAA, WRBL, and WREC.

This is the biggest year in Wallrite history... Never before has such a tremendous advertising and promotion program been set off... Attention-getting **WINDOW DISPLAYS**—a blaze of color with 8-foot strips of Wallrite, spectacular color posters, banners and cards, are bringing sidewalk-traffic into stores to buy Wallrite and other items; mobile metal **DISPLAY RACKS**, holding 10 rolls of Wallrite, dazzling in color, are making it easier than ever to show and sell Wallrite.

ALERT DEALERS! HERE'S YOUR CUE TO TIE-IN AND CASH-IN WITH WALLRITE'S BIGGEST YEAR. • • •

Selling *Wallrite* in favorite
Farm Magazines



A reader audience of 10,000,000 persons is seeing Wallrite's beautiful new designs and dazzling lighter, brighter colors in full page color ads in **FARM & RANCH**, and **PROGRESSIVE FARMER-SOUTHERN AGRICULTURIST** magazines.

Mail Today

Please send me full information how I can tie in with
WALLRITE Advertising Program.

I am a Wallrite Dealer ☐

I am not a Wallrite Dealer ☐

Store Name _____

City _____

State _____

FLEMING & SONS, INC.
DALLAS, TEXAS

Oscar G. Knapp Honored For 50 Years of Service

OSCAR G. KNAPP, president of the Clark Bros. Bolt Co. was recently feted at the 22nd Annual Dinner of the Industrial Fasteners Institute, honoring his 50 years of faithful service to the bolt, nut and rivet industry.



Oscar G. Knapp

A native of Southington, Conn., Knapp was hired by the Clarke Co. during a summer vacation period while in school and has been with them since.

From the year 1903, when he joined the company, he rose through advancement from office boy to president, treasurer and general manager of the company in 1946.

Knapp's civic activities have been numerous. During 1951 and 1952 he served as Industry Member of the Advisory Committee for the Bolt, Nut and Solid Rivet Industry in Washington, in both Office of Price Stabilization and National Production Authority. He has been a past president of the Southington community chest, and also is a Mason.

Air Light Appoints Dixie Representative

THE AIR LIGHT Products Co. has announced the appointment of the

Eaton Sales Co. of Sarasota, Fla., as their representative in the South. "Doc" Eaton, Jack Broderick, and their assistant, Jim Mullane, will cover all of the Southeastern states for Air Light, handling their complete line of floats and spinning and casting reels in this territory.

The announcement was made by Bob Steelman, Air Light sales manager.

Revere Announces Executive Promotions

ELECTION OF James M. Kennedy as chairman of the board and chief executive officer of Revere Copper and Brass, Inc., and of Charles A. Macfie as president of Revere is announced.

Kennedy, previously president, succeeds the late James J. Russell who died August 1. The new board chairman is credited with conceiving the idea of copper clad stainless steel, and personally directed the research tests which resulted in the creation of the well known line of Revere Ware copper-clad cooking utensils, as well as the manufacture, merchandising and sales of the products.

Macfie, the new president, has been vice-president and general sales manager of all rolling mill sales, as well as a member of the board.

Announcement was made also of the appointment of Raymond P.



Charles A. Macfie



R. P. Winberg

Winberg, as Revere's general sales manager to succeed Mr. Macfie. A vice-president of Revere since 1950, Winberg has been in charge of the Rome Division in Rome, N. Y., the company's largest plant.

Westinghouse to Produce Room Air Conditioner

THE WESTINGHOUSE Electric Corp. will re-enter the field of room air conditioning in 1954 with a completely new line of small units, according to H. F. Hildreth, manager of refrigeration specialties for the company's electric appliance division, Springfield, Mass., who made the announcement.

"To round out the line of Westinghouse major appliances," said Hildreth, "the company will re-enter the room air conditioner business next year with a completely new, attractively-styled, and competitive line. After having been out of the room air conditioner business since 1942, our company has repeatedly surveyed the field and will re-enter it in '54 with what we believe will be a line of room air conditioners equal to any on today's market."

The new line of Westinghouse room air conditioners will be shown to the company's major appliance distributors during the distributor convention in Mansfield this fall and will be available at the retail level early next year.

Survey shows

Files were outstanding sellers

in 302 hardware stores

(From a study made by Hardware Retailer among the members of the National Retail Hardware Association.)



THE impartial study mentioned above showed files exceptionally high among hand tool classifications in average yearly dollar volume. The reasons are understandable: (1) Files have many shapes and uses that invite buying more than one at a time. (2) Files are a "wear-away" item not ordinarily resharpenable, which means continual replacements—and consequently fast turnover.

Do your file sales compare with the above average? Here's a sure-

fire key toward putting them at the top:

- Give files better display (don't "hide" them under the counter).
- Stock the kinds most suitable to your trading area.*
- Always show files in your window—and change the assortment and arrangement frequently.
- Mention them regularly in your ads, mailers and stuffers.
- Sell the brand that sells itself.†

*Your wholesaler can help you analyze your trading area and provide a well-balanced stock. (Chain saw files and the "4-in-Hand" rasp-file are big-selling special types today. Add them to your Mills, Tapers, Rounds and Half Rounds.)

†Sell Black Diamond, of course—best known, most heavily advertised and most widely used file brand in the South!

FREE 48-PAGE BOOK, "File Philosophy," on kinds, use and care of files, is a most helpful selling aid. Write for it.

NICHOLSON FILE CO. • 15 ACORN ST. • PROVIDENCE 1, RHODE ISLAND

(In Canada: Nicholson File Company of Canada Ltd., Port Hope, Ontario)



BLACK DIAMOND FILES FOR EVERY PURPOSE

HARDWARE

INDUSTRY NEWS

(Continued from page 40)

Optimism Expressed At Reo Sales Conference

CONFIDENCE in the continued growth of the power mower industry was expressed by top company officials at the annual sales conference held recently by Reo Motor's Lawn Mower Division.

Sam Briggs, vice-president in charge of the Lawn Mower Division, told the group, composed of sales and service representatives from all sections of the country, that power mower sales for the current year could become the largest in Reo history.

Official greeting was voiced by Joseph S. Sherer, Jr., Reo president, who commended the sales force. He also told the group that they "could leave with full confidence in their product."

William J. Blackburn, division sales manager, set the theme for the conference, "The Selling Era," and later, Reo's new line, including the new 20" Sabre Jet rotary mower, was previewed at the conference's field demonstration.

The complete package of merchandising aids and the company's 1954 advertising program were also introduced.

Faulkner New Officer Of Remington Arms

C. K. DAVIS, President and General Manager, Remington Arms Co., Inc., has announced the elec-



H. K. Faulkner



Reo's "Five Selling B's," five men largely responsible for Reo sales in the U. S. inspect the new Trimolawn during annual sales meeting. Left to right: W. J. Blackburn, division sales manager; Neil Brown, R. E. Bradley, L. T. Beresford, central, eastern and western regional managers, respectively; and Sam Briggs, vice-president in charge of the Lawn Mower Division

tion of H. K. Faulkner, director of production, as vice-president of the company. The action was taken at a meeting of the board of directors in July.

A native of Blacksburg, Va., Faulkner joined the Remington organization in 1942, coming to Remington from the du Pont company. During World War II, he served as Service Superintendent at the Lake City Arsenal, a government-owned ordnance plant built

and operated by Remington. He returned to Bridgeport in 1951 as Director of Production.

Faulkner also served as industry member of the War Labor Board and on the Manpower Stabilization Committee during World War II. At present he is a member of the governor's Advisory Council for Civil Defense and the Board of Directors of the Bridgeport Chamber of Commerce.

(Continued on page 84)

Officers Elected by Brown-Roberts Co.

AT THE ANNUAL stockholders meeting held during August by Brown-Roberts Hardware & Supply Co., hardware wholesalers in Alexandria, Louisiana, the following officers and directors were re-elected:

Joe W. Pitts, president and general manager; Fred C. Barksdale, vice-president; J. H. McDonal, treasurer; Anna V. Casteix, secretary; and John L. Pitts, Jr., W. F. Cotton, W. S. Warner, Charles T. Roberts, and Jules C. Dupre.

Capital stock was increased from

\$417,300 to the authorized \$500,000.

The company also announced purchase of a 15-acre building site on which a 26,000 square foot steel warehouse currently is being constructed. The warehouse will be connected to a 9,000 square foot office building. This building will be used principally by the major appliance department, but within the next few years, the company plans to construct additional buildings so that all company operations can be moved to the new location.

The BIG demand is for "Scotch" Brand!

Now sell MASKING TAPE in four sizes for every customer need
... a roll for every job, a price for every pocketbook



"SCOTCH" Masking Tape—Job Size
Display No. 183 12 rolls. $\frac{3}{4}$ " x 300"



"SCOTCH" Masking Tape—Home Size
Display No. 181 12 rolls. $\frac{3}{4}$ " x 30'



"SCOTCH" Masking Tape—Wide Size
Display No. 188 12 rolls. $1\frac{1}{2}$ " x 300"



"SCOTCH" Masking Tape—Economy Size
Display No. 185 12 rolls. $\frac{3}{4}$ " x 90'

Make your counter space pay off...
Order displays from your supplier today!



The term "Scotch" and the plaid design are registered trademarks for the more than 300 pressure-sensitive adhesive tapes made in U.S.A. by Minnesota Mining & Mfg. Co., St. Paul 6, Minn.—also makers of "Scotch" Sound Recording Tape, "Underseal" Rubberized Coating, "Scotchlite" Reflective Sheeting, "Safety-Walk" Non-slip Surfacing, "3M" Abrasives, "3M" Adhesives. General Export: 122 E. 42nd St., New York 17, N. Y. In Canada: London, Ont., Can.

SCOTCH
MASKING
TAPE

DIXISTEEL Nails

TRADE MARK

Now come in this new



EASY TO OPEN

Hit with flat of hammer on all four sides and perforations will break quickly and clean.



EASY TO EMPTY

Now you can pour nails out of their container like salt, as many or few at a time as you want.



EASY TO CLOSE

Sturdy top holds its shape—slips back on without difficulty and stays put.



EASY TO IDENTIFY

Side-marking of contents aids identification and speeds selection and inventories.



EASY TO HANDLE

Individual carton easy to pick up. Easy to palletize and move with fork lift truck or dolly.



SAVES ON FREIGHT

Dixisteel Nail Caddys weigh 3 to 4 pounds less than wooden kegs... reduce freight costs.



Nail Caddy

SAVES UP TO
25%
WAREHOUSE
SPACE

Because it's square it takes up less valuable storage space than kegs—palletizes perfectly and stacks in neat, straight columns.

- Strong
- Durable
- Weather-proof
- Colorful

Here's the best thing that's happened to nails since the first wire nails were made 100 years ago. It's the new fiberboard Dixisteel Nail carton—International Paper Company's brand new *Nail Caddy*—which has replaced old-fashioned wooden kegs.

Check the Dixisteel *Nail Caddy's* advantages and you'll see why wholesalers, retailers, and users alike welcome this great new forward step in packaging.

Order from your wholesaler

ATLANTIC STEEL COMPANY • ATLANTA, GEORGIA

P.O. BOX 1714

EMerson-3441

Extra services mean extra sales of ...

Builders Hardware

By L. H. Houck

HOW WOULD a single sale rung up on your cash register for \$21,000 appeal to you? Such a sale ought to quicken pulses for those who think that hardware is devoid of the romance of big business. For this hardware store a big sale lurks around every corner.

Corrie Hardware Co., Charleston, West Virginia, recently rang up such a sale; but George B. Corrie, president, noted that it was just a run-of-the-store transaction. And to confound the experts, the bill was paid 60 days after the order and the merchandise is still on hand, being held in storage for the customer who doesn't have a place to put the more than 500 large packages.

Corrie Hardware is a neat-in-appearance, conventional store, six years old, which sells everything stocked in a general hardware store and caters to a good flow of store traffic. But its volume and biggest profits come from selling builders hardware and going after the "big" business. Mr. Corrie says that his business creed, after 45 years in the trade, is to "sell the merchandise that brings the most money for the least lifting." To the hardware merchant who thinks there is no money in catering to contractors, Corrie calls it "the cream of the crop" and then proves it.

Big building jobs come from everywhere. Some "drop out of the blue," others are requests for competitive bids, and still others are requests for estimates. Some old, and satisfied, customers doing a new job just send these dealers plans and tell them to furnish what they can.

Behind it all is the desire for big jobs and the ability to wrap up a package that will save the owner and contractor money without sacrificing price or quality. Constant repetition has drummed it into

contractor's ears both near and far that Corrie's Hardware will make an estimate from plans and "specs" at the drop of a T-square.



G. B. Corrie, president, shows a contractor how samples are mounted on plywood when estimate is made for a building job

The \$21,000 sale, which actually isn't unusual, came from furnishing the door and window hardware and some other merchandise for a 500 unit housing project in Charleston. The J. A. Jones Construction Co. of Charlotte was the contractor; and as contractors go, the Jones company is a big operator doing multi-million-dollar dams and power plants in foreign countries, and big domestic tunnels as well as business buildings, factories and housing projects.

The hardware on such jobs is seldom sold on price alone, according to Corrie, but rather on a complete trouble-free, cost-saving service. A haphazard supplier might cost the contractor as much as the merchandise in extra detail work. A contractor has to buy his labor anyway, so when he can get a "package" deal that saves labor, he is certain to be pleased.

Corrie does not require of the contractor a list of items wanted, for example. He takes a set of plans and specifications and his take-off man makes a list of things needed and compiles an estimate showing the number of each item that should be furnished.

Along with the estimate and a statement of what should be done, he presents an attractive plywood

By catering to contractors, offering them a complete and trouble-free service from estimation to installation, this company enjoys a top volume in builders hardware

display board with each item to be furnished attractively mounted on it and numbered, but not priced. This eliminates having to unpack-age items from individual boxes to visualize what is being recommended. The display board has consistently promoted quick and favorable decisions.

Unless required, Corrie does not price individual items. He lists everything to be furnished by number of units and identifying name and number and makes a lump sum estimate for the whole job. Those who want to know individual retail prices can get them at once or most of the time can look them up in builders hardware catalogs. Corrie finds that contractors, generally, like a lump sum price.

Corrie sells only nationally advertised, quality merchandise on which the price is readily avail-

able or easily determined.

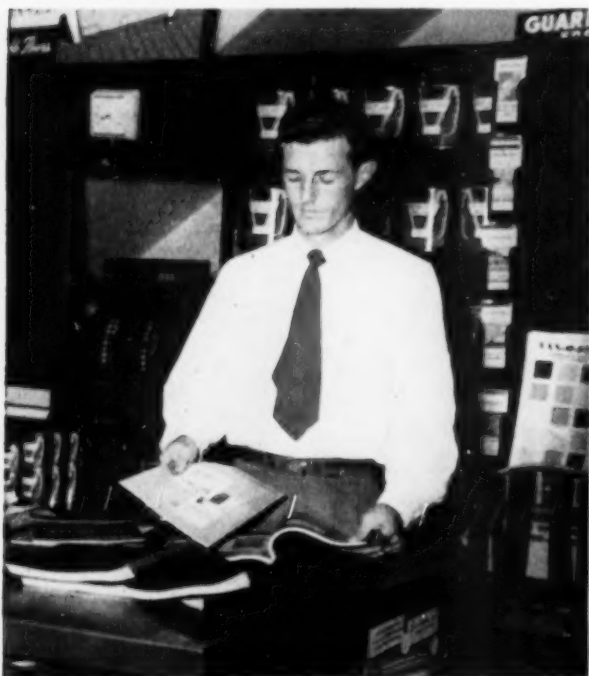
"Why swim upstream with unknown quality when you can give a brand name and close a deal?" Corrie asked. "We like to deal in quality merchandise everybody knows is good. It saves a lot of time and talk."

Payment is fast on these big deals, too, which is contrary to general opinion. Most checks come within 30, 60 or 90 days and are consistently faster as well as larger than the general run of open accounts. On large jobs, payment may come in amounts representing a particular completion stage, but usually it all comes at once.

Other interesting sales made recently include the shipment of some pipe storage racks to Gulfport, Texas. They were bought by Du Pont. In this case the installa-

(Continued on page 62)

Here William G. Corrie, secretary-treasurer, adds supplement to catalog to be furnished the purchasing department of a large corporation in the area



Estimates and take-offs from plans are made in a separate room away from store traffic. Below, H. Thomas Corrie, vice-president, studies blueprints



Power drill is the object of inspection by a customer at Curry-Thomas Hdw. in Jacksonville. C. A. Thomas, left, shows the drill



"Do-it-yourself" trend is building

New Profits from Power Tools

By C. E. Wright

THE NUMBER of American men who become "putterers-around-the-house" in off hours has increased sharply. And a number of foresighted hardware retailers—noting the activity in the garage or basement workshop of the man next door or across the street—are encouraging and making the most of it. Results indicate that the sale of "do-it-yourself" tools is bringing in sizable profits for many dealers.

One such company is Curry-Thomas Hardware Co., with two stores in Jacksonville, Florida, one on the north side, and the other, a recent addition, in the St. Nicholas shopping center on the south side.

Curry-Thomas might be termed a veteran in this business, having put in a line of "do-it-yourself" tools shortly after the end of World War II, when they first came back on the market again.

The answer as to just who are the best customers for these tools is becoming clearer and clearer to those selling them. But many retailers who have not gone after this type of business often have

concluded that hobbyists and "retirees" are the principal buyers. "This may be true," says Charles A. Thomas, a partner in the Jacksonville firm, "in other Florida cities where there are a large number of retired persons, many mechanically inclined. But Jacksonville, an industrial southern city, has a minimum of this class of citizens as compared with its neighbors to the south."

So Thomas has concluded that the most frequent customer is the man who just likes to putter

around after work, making or repairing something for his home, and that his interest in such tools frequently has little to do with his financial status or the fact that he has a lot of idle time on his hands. Curry-Thomas learned this lesson when it opened its new store in a residential community with a higher income population than resides in the area where the first store was established. Oddly, perhaps, inclination rather than income is what leads people to buy tools
(Continued on page 66)

You can cash in on Mister Average Man's inclination to putter around the house by introducing him to new "Do-It-Yourself" tools and equipment for a bigger, better array of home improvements and additions



Brisk Toy Sales—

By S. N. Williams

JUST AS hardware dealers across the South are beginning to make ready for the advent of Old St. Nick and with a multitude of home-town youngsters beginning to ponder what Santa might be asked to bring this year, comes the reminder from Hollberg Hardware Co., Griffin, Georgia, that with adequate display and promotion, toys can be a profitable business proposition the year 'round. Mrs. Frances Flint is manager of the department.

Owned and operated by C. F. Hollberg and his son, Douglas Hollberg, this store has devoted its entire second-floor to toys and juvenile furniture, each line occupying one-half the floor. Downstairs, near the front entrance, are a small number of representative

toys, displayed there to remind customers of the large assortment upstairs. A large sign over the front of the store reads "Toyland" and gives passersby an idea of the wide toy selection inside the store.

One of the toy department's most successful promotions is the "Sleepy Joe" program broadcast over a local radio station and consisting mostly of recorded readings and songs, with brief announcements. Similar to Uncle Remus bedtime stories, the programs have gained wide popularity among the town's younger children. Sleepy Joe offers his young listeners buttons if they write in and join the Sleepy Joe Club, plus a certificate bearing the store's name and the name of the club member. The free buttons, which depict Sleepy

Joe characters (such as Bre'r Rabbit) can be pinned to the certificate, which is appropriate for hanging in the members' rooms. Though the program has been in progress for only a brief time, thousands of certificates and buttons have been distributed, and membership applications continue to pour into the radio station.

This promotion is aimed exclusively at creating toy and juvenile furniture sales, with no other merchandise sharing in the announcements.

"The cost of this type promotion is relatively small," said Store Manager McKnight, known as "Mr. Mac" to store personnel and customers. "The certificates are inexpensive to have printed, and each one bears the name of the

The toy department has wheel goods in the center of the floor and dolls and games displayed along the wall shelves



All Year 'Round

Manager McKnight and customer examine guns at cowboy bar, which separates toy and juvenile furniture departments



store, which keeps us in the youngsters' minds at all times."

In addition to the radio promotion, newspaper advertisements are used freely, especially at Christmas time, when the toy department assumes a festive atmosphere with colorful Yuletide decorations.

Children's furniture, a fairly new line, has gained steadily in popularity. As shown, this section displays a representative line of items to appeal to almost any age bracket—from babies to adults. Baby carriages, baby beds, cribs, miniature bedroom suites, medium-sized bedroom suites, etc., are on display, in addition to various odd pieces, such as chest of drawers, chairs, double-deck beds, etc. Many of these are gaily decorated

with decals, inlaid drawings, and other innovations to tempt youngsters.

Juvenile furniture is advertised often in the local newspaper and in window displays and signs. At frequent intervals, "specials" are offered. One such spring-time special—a baby bed with mattress, for the price of the bed only—produced numerous sales and attracted much store traffic.

A unique phase of this department's operations is the rental of baby beds. For a charge of 50 cents a night, plus a \$1.00 charge for pick-up and delivery, the store rents baby beds to residents in the

area. Customers who need an extra baby bed, because of visitors or other reasons, usually call in in advance and reserve them.

"Usually, we have three beds rented out at one time," Mrs. Flint said, "for this service has found wide favor among local homeowners and customers."

(Continued on page 56)

Below, juvenile furniture with cowboy bar in foreground. Weekly radio show keeps store's Toyland in youngsters' minds





From sporting goods

Solving

"IT WAS just too crowded to work. If you have to move two things to sell one, the business isn't going right."

That was the judgment, some months ago, of William P. Jones, owner and manager of Jefferson Hardware in San Antonio, Texas, who had been harassed for years with the problem of cramming the demands of high volume into insufficient space.

So when a furniture store next door moved out, Jones packed up and moved in. Here are the blessings he's counting today: An increase of 250 percent in working space with no increase in sales force; a doubling in stock of nearly every product he carried; a layout that helped shoppers do much of the work previously done by employees; new departments, and a store with built-in salesmanship.

Space, of course, was the key to the whole problem. "We were so congested everywhere," said Jones, "that we could hardly get past each other in the aisles. If somebody stooped over to tie his shoelace, it was a major bottleneck. There



to screw drivers . . .

the Space Problem

were items of merchandise we couldn't even find ourselves. We knew for a long time we had to do something."

Located in a heavily-built-up suburban shopping area, Jones had a substantial number of permanent customers from whom he didn't want to move away. Remodeling was out of the question since he was in the center of a block and there was no room for expansion. Remodeling could only result in cutting departments that he would much rather increase. When the furniture store moved out, it was his big break.

In moving next door, he was, in effect, keeping the location to which his customers were accustomed. He gave up his 35-foot frontage, where the biggest sign he could put up was lost in a maze of signs, and gained a 70-foot frontage where his store's name, in simple black letters on a yellow background, could be seen for more than a block.

Beneath the sign there are no walled areas. It is all window, and the well-lighted, 70-foot-deep store itself is the window display.

With 5,000 square feet of floor space, more than two and a half times his previous total, Jones was able to do things previously impossible. Instead of counters piled high with many items of various types, he was able to departmentize and to use open tables easy to

(Continued on page 70)

Harassed for years with an acute problem of insufficient space, a "new day" came for this dealer when he moved into larger quarters — and larger profits



Upper left, a gardener browses, while, below, a sportsman examines new rifle in the more-than-doubled sporting goods section. At left, new store front indicates spaciousness. Owner W. P. Jones, right, shown making use of manufacturer's aids in selling. Good volume booster, below, is this display located at store entrance

A Hardware "Innocent Abroad"

By W. Lee Watson
Weekley-Watson Hardware Co.
Brownwood, Texas

PAUL CRUME referred to me in the Dallas News as the "Brownwood Innocent Abroad." How right he was. To some, many of the things we saw are familiar, especially if you are an ex-GI who "toured" Europe a few years ago. But to us, most of it was new and revealing.

The reason for the trip was that son Bill was to be ordained a priest in Rome on July 5. We arrived in Rome on Friday, July 3, met daughter Mary Belle, and that made four of us since Mrs. Watson, Ann and myself had made the earlier part of the trip together.

The ordination ceremonies were Sunday morning. They were very beautiful and impressive. Bill said his first Mass Monday morning in the crypt of the Basilica of St. Peters. Wednesday morning we were present for an audience with the Pope, another very impressive experience.

We had flown from New York to Paris. After spending four days in Paris, we hired a car and driver and took three days going to Nice on the Riviera. We spent two days there, then journeyed to Genoa, Milan, Venice, Florence and to Rome. After leaving Rome, we went from Interlaken, Switzerland to Lucerne, then to Innsbruck, Austria, and to Munich. We took a Rhine steamer to Cologne, then travelled to Amsterdam and Brussels by car. We boarded a channel steamer for the trip from Ostende to Dover, then spent five days in London before flying back to New York. Doing all this in two months meant that we saw only the highlights of the countries, but we did see enough to get a reasonably good idea of the various places.

I, for one, had anticipated a language difficulty. But it was seldom that we failed to find English speaking people. When a waiter or sales clerk didn't speak English,



Wrong side driving!!! Ah, see confusion!!!

they could usually call on someone else. In one instance we were eating dinner at a sidewalk cafe in Berchtesgarden. The waitress could not understand the order. Just then a sidewalk passerby overheard, came over to translate and then walked on. However, I must admit that sometimes it was English as described on the window of one Paris cafe: "More or less, we speak English."

Much of the trip was by car. After seeing the narrow roads, the great number of bicycles and motorcycles, I understand why they use the small cars. Our American car seemed like a battleship trying to get through a crowded harbor. And with gas at 85 to 90 cents a gallon, a big car is expensive to operate.

In Germany we travelled on some of the famous Autobahns much like the freeways or turnpikes now being built in the States. In Germany, they are free; in Italy the Autostrades are toll roads. In England the distances are shorter and they have no super-highways. Driving on the

left side of the road was confusing and the biggest difficulty was learning to look to the right before crossing a street in the city.

We asked for hotels of medium grade, had nice accommodations, and the best service we have ever seen. None of the hotels are large, usually only 100 to 150 rooms. However, in proportion to size they have quite a large staff. Only four hotels supplied soap, and one of these didn't even trust the maid, the small cake being handed to us at the desk with our keys.

Plumbing and electric installations were quite varied. Much of it was old, some very modern. But there was no telling which side of the lavatory had hot water nor which way an electric switch operated. Most of the bathrooms had an emergency pushbutton or pull cord over the bath so one could ring for help. I pulled one by mistake one night and in no time had to explain to the maid that all was well.

Few hotels had newsstands or drugstores. But often papers and

(Continued on page 72)

By B. Miller

For added sales --

Fan Belts

The ordinary fan belt has come in for extraordinary volume in this store which sold 1,000 during 1952

IN THE BUSY town of Laurel, situated in the midst of rolling Maryland farmland where farm machinery and appliances are in constant, everyday use, the Laurel Hardware Co. for many years has been filling customers' needs for everything from mailboxes to milking machines.

But its most outstanding single sales item by far has been a simple, often insignificant machinery and appliance repair part—the fan belt. Last year Laurel Hardware sold more than 1,000.

Averaging a minimum of three sales a day of this profitable item

which is used on coolers, refrigerators, water pumps, grain binders, saw rigs, fans, milking machines, lawnmowers, washing machines and numerous other appliances and machines used by farm and townspeople, Carlisle F. Cook, owner of the store, views his open display and wide assortment as largely responsible for their gains. And he has found himself doing not only a lively business in fan belts, but observes marked

sales effects in every department, greatly attributable, he thinks, to fan belt traffic.

Carrying A belts (width across top $\frac{1}{2}$ ") and B belts (width across top $2\frac{1}{32}$ ") from an 18" size through 110", Laurel Hardware assort its display by size, and hangs the belts on a plywood beam from the ceiling where they readily catch the customer's eye and are within arm's reach. Hanging them from the ceiling also saves floor space.

"No mechanical knowledge is required. There is no instruction given the customer who wants a fan belt, for generally if he comes in for one, he is his own mechanic and expects to put it on," explained Cook, indicating that customers usually bring in the broken or worn belt to be replaced, and
(Continued on page 82)



Salesman Gene Goodman reaches for a fan belt from the wide assortment along the ceiling beam



Laurel Hardware gets town, country trade. Backed by a full gallery of sizes on open display, size of worn-out belt is also easily discerned with special ruler and catalogue, as shown



By Richard Lane

Dewitt Whitten, right, one of the three brothers who operate two Memphis stores, can talk "hunter's language." Here, with gun enthusiast, he points out features of a new rifle added to line

"Backdoor" Traffic Builds Gun Sales

HOW MANY guns do you sell during the hunting season? Probably not as many as you should—certainly not as many as you would like.

An enterprising Memphis, Tenn., hardware dealer, selling guns and ammunition as a sideline without unusual promotion, is nevertheless doing what its wholesale distributor considers an outstanding job.

Whitten Bros. Hardware Co. does its selling without an elaborate gun department up front or an eye-catching window display. It stocks few hunting accessories and no decoys. It doesn't sell hunting licenses as a sales stimulant—although it admits it probably should sell them as a convenience to its customers.

How then, does the store make most of its sales of guns? Psychology has a lot to do with it.

The suburban store relies upon a substantial floor traffic—much of it using the back door. For that reason, the gun rack—it's not large enough to be called a department—is strategically located near the back door. The back door is used largely by plumbers, carpenters,

servicemen and other workmen because it's convenient to items they usually are looking for and also because the store has a large, convenient parking lot in the rear. The men using the back door are the men who do most of the hunting and gun buying.

Let Dewitt Whitten, one of three Whitten brothers who operate the store on Park Avenue and another store also in East Memphis, explain:

"We discovered long ago that the man who works outdoors does more hunting than the white collar or indoor man. Working in all sorts of weather, carpenters, plumbers, brick masons and other craftsmen are just naturally the outdoor type. They are the ones who will go duck hunting when bad weather persuades the office

worker to spend his off day at home in a comfortable chair watching television.

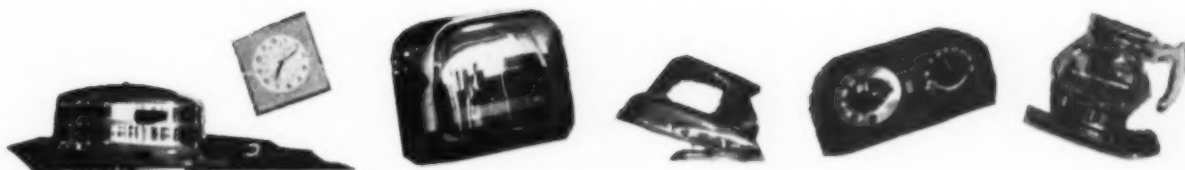
"We have seven salesmen on the floor. They know these men who habitually use the back door for a quick purchase. And while waiting upon them, they often find time to talk hunting. And with the guns on a rack next to the door, the customers have a constant reminder.

"While all of our salesmen sell guns, two of them are better at it. They hunt some themselves and are familiar with guns. A salesman who can talk 'the hunter's language' is naturally going to sell more guns than a salesman who has only a mild interest in guns.

"We carry well-known brands of rifles and shotguns, and of course

(Continued on page 60)

Hunting season brings outdoorsmen inside to inspect gun rack, hunting supplies and to talk about their favorite sport with huntsmen operating this profitable store



Five steps to more profits on

Electric Housewares

MANY A HARDWARE dealer may be missing out on a valuable source of profit by not putting sufficient emphasis on the promotion of small electric appliances. At least that has been the experience of W. E. Kitchen, owner of a Nederland, Texas hardware store that bears his name. For when Kitchen decided to give added attention to his line of small appliances, he found the "pep-up" in store traffic and volume a substantial one.

Study Made

To "sound out" the small appliance trade, Kitchen made a study of his customers' needs, their preferences, and their buying habits. He learned that a woman's kitchen is never so complete that she can't find room for a new toaster, waffle iron, coffee-maker or mixer. Often she has all these in her home, but will buy new ones to replace the old and worn ones if they are properly displayed and suggested to her.

"We are confident that one out of every 10 people who come into our store wants and needs small appliances," explained Kitchen. "However, most of them invariably put off buying one unless it is suggested and demonstrated."

The Kitchen's store has discovered five sales steps which, one by one, are designed to help any dealer successfully sell more small appliances.

First, store personnel suggest and offer to demonstrate an appliance to each housewife who comes into the store. If she shows interest in a particular one and remarks that although she would

like to have it, her budget cannot afford it, the salesman mentally will file this information away for further use. When the husband drops in, the salesman will ask, "Mr. Jones, when are you going to buy Mrs. Jones that new mixer she wants." It is then suggested that he buy it as a birthday, wedding anniversary or Christmas present. Both the husband and wife appreciate this service, because she gets what she wants and his gift problem is solved.

Second, Kitchen recommends carrying a quality line of appliances. He has found that women shoppers are pre-sold on the better-known lines of appliances and are quick to comment that if they wanted something cheap they would go to a variety store.

"Almost every housewife reads the popular women's magazines and will heed their suggestions on buying better merchandise," said

Kitchen. "They are sold on these lines before entering the store and will buy much quicker if sales effort is put on quality."

Third, they find that well-arranged, open displays which allow the customer to handle and examine the different appliances serve as an effective sales aid.

"A few years ago we were making the mistake of displaying all the products of one manufacturer together," said Kitchen. "We soon found that this was actually losing sales for us. We now arrange all the irons together, all mixers together, and so on. We find that when a customer comes in looking for an iron, she wants to see all the models and brands so as to make comparisons. She doesn't want to have to search through the entire store carrying items back and forth for comparison. It also helps

How a dealer developed top turnover in small appliances by suggesting to each housewife-customer that she choose from his unusual display of quality lines a gift for another or a replacement for her own long-used and often well-worn appliance



make our suggestive selling go over better."

An electrical outlet near each display unit is especially helpful in allowing the appliances to be demonstrated in actual operation right where they are displayed. This has given life to the display.

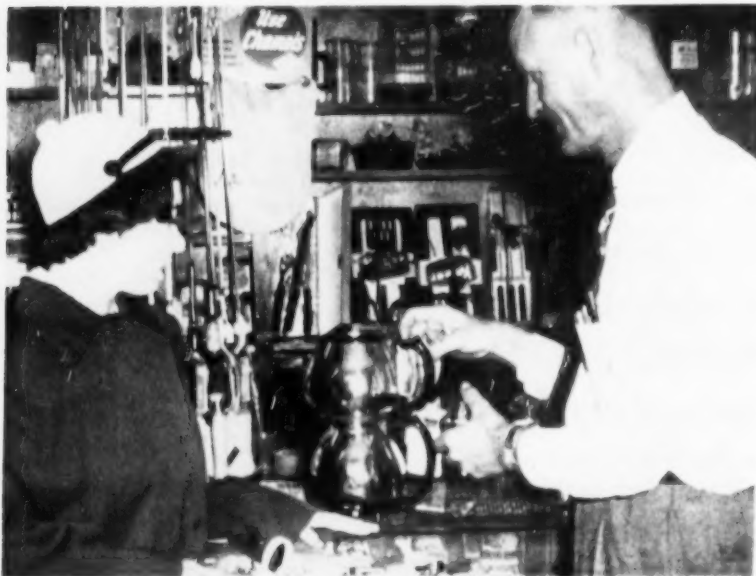
Fourth, small appliances are suggested to customers as wedding, shower, or Christmas gifts for friends. Many times salesmen are able to tell customers that the bride-to-be or their friend has expressed a desire for a new table radio, lamp or toaster while shopping at the store. Gift wrapping is an extra service offered as an added inducement to buy small appliances.

Items Plainly Marked

Fifth, every small appliance is plainly marked so that whether a customer looks at it alone or with the salesman, she can tell the cost and will know whether she can afford it or not. Often the sales tag suggests that a down-payment be made and the item purchased on the budget plan. This idea does a good silent selling job.

"We are more than pleased with the results since we started pushing small appliances," concluded Kitchen. "So I recommend pushing small appliances for these extra profits. Once you have a customer buying small appliances, you will find that these sales lead to sales of major appliances."

Salesmen at Kitchen's makes effort to show every housewife at least one appliance when she visits the store—a sales idea that has made small appliances an unusually profitable line



W. E. Kitchen, left, suggests small appliances as wedding, birthday, Christmas gifts, often reminding customer of coming special events

Brisk Toy Sales— All Year 'Round

(Continued from page 49)

Wheel goods occupy a large portion of the toy department, lining the overhead side shelf which runs the length of the entire floor and forming neat rows in the center of the toy section. This line contains a vehicle for any age, and prices vary from the least to the most

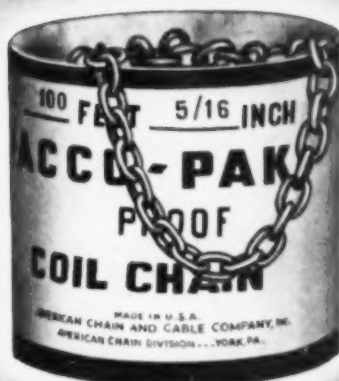
expensive. Dolls also are popular and are stocked in various price brackets. Indoor toy sets of various types, outdoor sporting equipment, and games are promoted.

Directly between the juvenile furniture department and the toy section, and facing the elevator, is a small cowboy bar, on which are displayed cowboy hats, toy pistol and holster sets, and other such items. This small display has proven very popular with young boys who visit the department, as well as with many young girls.

During the hot summer months, the store places special emphasis on collapsible, rubber swimming pools, which have unanimous appeal for youngsters and which parents are easily tempted to purchase.

At present, though the store expects to enlarge its line and stock, the department contains an inventory that exceeds \$10,000, with representative items placed on the floor for display and stock items stored in the company's large warehouse.

Although Mrs. Flint has charge of the toy department, other sales personnel are free to carry customers upstairs and sell from that department. Working on a straight-salary basis, with no commission given for sales of any specific items, the company's seven members work together throughout the store, and any salesperson is free to sell from any department.

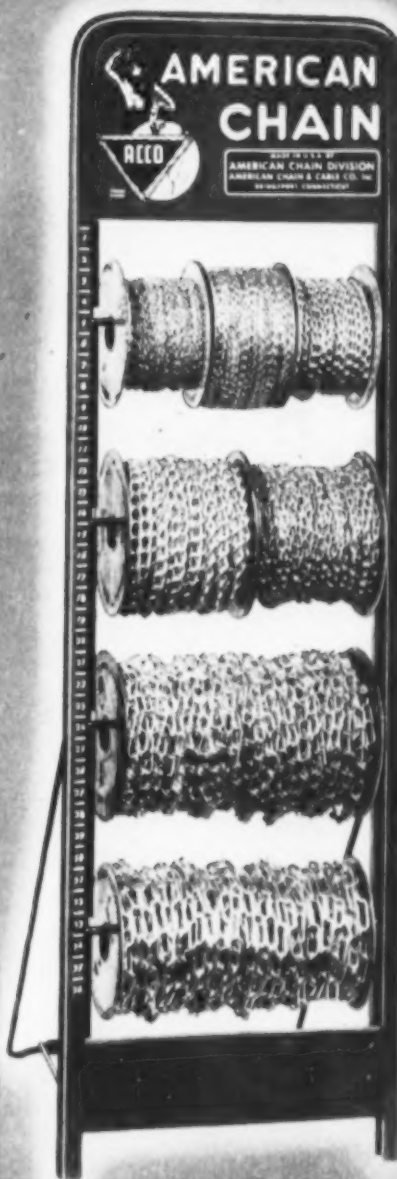


Show It to Sell It

• This old saying is certainly true when it comes to selling chain. There is something about the "solid" feel of chain that makes men like to handle it. And when they can get their hands on it, they usually think of a swing that needs some, or a fence or gate that could be repaired, or something else.

These two AMERICAN Chain displays make it easy for you to show chains . . . and for your customers to buy chains. They will increase your chain sales.

Mark them down now and order them from your AMERICAN Chain wholesaler. Buy...Sell AMERICAN.



ACCO



**AMERICAN CHAIN DIVISION
AMERICAN CHAIN & CABLE**

York, Pa., Atlanta, Chicago, Denver, Detroit, Los Angeles, New York,
Philadelphia, Pittsburgh, Portland, San Francisco, Bridgeport, Conn.

**American
Chain**

Streamlined stock plus streamlined service spells success for two suburban hardware stores

By Wendell O. Givens



Five-Point Sales Plan *boosts paint profits*

BAMA HARDWARE stores in Birmingham, Alabama have developed a highly profitable paint volume as the result of streamlined departments—streamlined in stock, display and service.

Established five years ago in Mountain Brook and Crestline Heights, Birmingham suburbs, the Bama stores belie the theory of some that the old "folksy" community store is still the most successful.

"Especially is this true of the paint department," says Irvin C. Kinney, Jr., whose family operates the two modern and attractive stores.

"The trend today," he points out, "is to owner-occupied homes. As a majority of home-owners do some or all their painting, there's a big opportunity in paints and allied products for the up-to-date hardware store."

Here's how the Bama paint de-

partments avail themselves of that opportunity:

(1) Carry two complete lines of paints and allied products—one, a nationally known brand; the other, a less expensive, top-quality local line.

(2) Maintain full, neat displays with easy-to-read channel pricing and color identification on all shelves.

(3) Supply handy sample books and matching-color cards.

(4) Give one-day delivery service.

(5) Advertise by newspaper, direct mail and window display—but steer clear of "sales."

Bama's paint departments, which accounts for 25 percent of the stores' total volume, has cast aside a service still widely used; mixing paints in the store for customers. "It doesn't pay for the modern, busy store," asserts Kinney.

His reasons: An almost unlimited line of colors and shades has virtually eliminated the need for



Top: home painting kits are one of many allied items offered at Bama, and are most popular with women customers who do half of buying in paint department. **Left:** an ample supply of color charts are always kept within easy reach

RED HEAD

"bone-dry"

HUNTING CLOTHING

BUILDS STORE TRAFFIC...

MAKES MORE MONEY



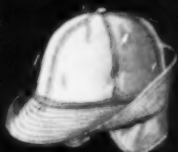
It's no secret that RED HEAD hunting clothing is used by almost all of the best dealers in the country to draw traffic into their stores. What some dealers do not realize is that the RED HEAD line is such a terrific profit-maker. Once those customers come into the store, the RED HEAD duck drives home sale after sale. The quality and construction plus the famed RED HEAD reputation for making field tested favorites builds up the prestige of the retailer. Your best way to cash in on this obvious popularity is to display RED HEAD products prominently in your windows and in the store. Keep fully stocked in all sizes . . . remember too that at least one of the RED HEAD "193 ways to make a profit" can mean that extra sale that will continually boost your profits to new highs!

The Best Dealers Everywhere Feature RED HEAD



"Bone-dry" HUNTING COAT

These three headliners are real drawing cards . . . they are hunting garments that you can depend on to fully satisfy every need and desire of the most experienced hunters everywhere. Every feature of these garments is constructed to make hunting a physical pleasure in the roughest terrain. "Bone-dry" comfort in itself sells for you . . . add the best all-around designing and you can build up your own store's reputation by making RED HEAD your "top" line this fall.



"Bone-dry" Hat-cap



"Bone-dry" Zouaves



RED HEAD BRAND COMPANY

4300 West Belmont Avenue, Chicago 41, Illinois



Attractive island display helps to stimulate added sales. Note channel pricing, a convenience for customer, time-saver for salesman, and, best of all, a sales-maker

mixing—that is, the trial-and-error method.

Shakers? Bama will shake every can of paint bought unless the customer says no. But it does no mixing, and this policy hasn't cut into Bama trade at all, Kinney says.

The advantages of carrying both the national and local lines are obvious—the national line ties in with national advertising; the local line offers the same high quality at less cost.

Bama handles paints of all types. In all, there are one rubber, two flats, two semi-gloss, one gloss, three enamel, two "satin sheen," and one water.

With emphasis today on pastels, Bama salesmen, with the aid of color charts and cards, point up the pastels and deep tones, plus the virtually unlimited number of combinations. Why mix them at the store, Kinney asks, when the customer can consult the charts, buy the exact colors and quantity he wants, plus a handy five-quart bucket? He's ready to pour, stir and paint—with no guesswork.

Bama offers a full line of paint products—brushes, crack fillers, thinners, steel wool, sandpaper, tints, etc. They are distinctively displayed on an island display in front of the paint shelves. Channel pricing is employed to great advantage with allied products as well as with the paint.

Bama salesmen first learn the exact job that a customer plans, then recommend the proper paint. And, looking to satisfied customers and repeat sales, they're careful not to over-sell. Quality paint brushes are pushed, with this word of advice: "Your paint will be no better than your brush." Kinney offers a further word—if you're

carrying a good assortment of brushes, don't hide them under the counter, but let the customer see for himself and he'll buy.

During the course of selling to a paint customer, if Bama salesmen learn he is planning other repairs at home, they suggest related items such as tools, lighting fixtures, etc.

The Bama paint departments advertise through direct mail, a community weekly paper, window displays and eye-catching five-by-five shadow boxes. Also, newcomers to the neighborhood are presented cards that entitle them to small gifts upon calling at the stores. Kinney says the card return averages a hefty 85 percent.

Trend of the times: Women make at least 50 percent of the paint purchases at the stores. Kinney insists they're just as well-informed as most men on the subject—which is another good reason for maintaining a clean, well-displayed paint department.

"Backdoor Traffic" Builds Gun Sales

(Continued from page 54)

keep a good stock of shells. We sell upwards of 100 guns a season, which we consider better than average in a city that has many sporting goods stores. Such stores naturally get most of the gun and shell trade in a large city.

"We also sell a good many hunting coats, pants and boots. But we have eliminated some of the lesser lines, such as decoys, simply because the sales volume never justified the space required for display."

What about the customers who use the Whitten front door?

"Over the years we have worked hard at building store traffic by stocking nearly everything the home-owner needs," Dewitt Whitten declares. "Emphasizing nationally known lines and fair prices, we have relied upon floor traffic to create the demand. It's standard practice for our salesmen to mention other items while waiting upon a customer. We let them know what we have, and consequently sell many additional items. That goes for guns, too. Just because our gun rack is in the rear of the store is no reason why the front door customer shouldn't be made aware of it," Whitten smiles.

What about advertising?

Whitten Bros. Hardware Co. draws its trade from all over Memphis, but concentrates its advertising largely in its own immediate section of the city—mailing 10,000 copies of a sales pamphlet every three months. These sales pieces, advertising seasonal specials—such as guns in the fall and winter—go to customers and other persons in the Whitten trade area. They are addressed to the house number rather than to individuals. This method eliminates the costly problem of returned mail in cases where the occupant has moved.

The two Whitten stores offer an interesting contrast. Although only about a mile apart and serving the same general section of Memphis, the store on Park Avenue sells far more guns than does the store at 549 South Highland Street, which is larger and in the heart of an outstanding shopping district. The store on Highland sells around 30 rifles and shotguns during the season—about one-third of the number sold by the Park Avenue store.

The Whitten brothers—Dewitt, Brooks and J. B.—believe this is explained by the type of customers at the two stores. The store on Park Avenue caters more to the outdoor working type—the men who use the back door—while the Highland store does a brisk front door business.



SSIRCO Hits a New High!

... IN SALES AIDS



Increasing your sales—and profits—is a lot easier when you aggressively promote the products you sell. To help you, SSirco can supply hard-hitting sales aids that will form the foundation of your promotional program. Complete advertising and promotional material—covering all the top-quality, SSirco-distributed building materials — is yours without cost.

Your SSirco representative will gladly help you plan an effective promotional program. Or write direct to our Advertising Department, Savannah, Georgia.

These six sales aids are ready to work for you:



Direct Mail Pieces
Counter Displays
Radio Commercials
Samples
Product Literature
Newspaper Mats



Besides promotional help, you'll get top brand names that builders prefer . . . and keep coming back for. You, too, can hit a new high if you cash in on this opportunity to boost your profits.

THESE FAMOUS PRODUCTS MAKE UP

SSIRCO STOCK

Reynolds Aluminum Building Products
Fallansbee Terne
Corey Asphalt and Asbestos Products
Certain-teed Asphalt Products
EZ-Way Stairways
Miami-Corey Cabinets
Celatex Insulation Board Products
Insulite Insulation Board Products
Flintkote Products
Nu-Wood Insulation Board Products
Masonite Hardboards
Upson Panels
Asbestone Asbestos Products

Durall Screens
Georgia-Pacific Plywood
Lo-"K" Cotton Insulation
Columbia-Matic Screens
Shakertown Cedar Shingles
General Flush Doors
Atlas Flush Doors
Milcor Steel Products
Vari-Pitch Louvers
Hamlin Ventilators
Anaconda Copper
SSirco Steel Roofing and Building Products
Berclay Plastic-Coated Paneling
Superior Metal Trim
Leslie Louvers
Aisynite Translucent Panels

FOR A NEW HIGH IN ALL 3—QUALITY, PROFITS, AND DELIVERY

—WRITE OR CALL YOUR NEARBY SSIRCO WAREHOUSE



SOUTHERN STATES IRON ROOFING COMPANY

Savannah, Ga.
Atlanta, Ga.
Albany, Ga.
Augusta, Ga.

Tampa, Fla.
Orlando, Fla.
Miami, Fla.
Jacksonville, Fla.

Birmingham, Ala.
New Orleans, La.
Nashville, Tenn.
Memphis, Tenn.

Louisville, Ky.
Columbia, S. C.
Raleigh, N. C.
Richmond, Va.

for customers who need EXTRA DURABLE EXTENSION RULES



X-46 and X-46F Heavy Duty

For Inside or Regular Measurements

The X-46 is constructed in every way to give your customers the most on-the-job durability. Straight-grained hardwood sections are 50% thicker than standard. Extra-strong brass joints are triple-locking and double-attached to maintain accuracy. Markings and graduations are embedded right into the wood. Bold easy-to-read figures. Durable boxwood finish is further protected by tough, clear plastic coating. End caps are flush inset and graduated. Brass extension has black-filled figures and graduations for easy reading. These same superior construction features are found in the lower-priced X-56, except this is a regular weight rule, with only the first section being extra-heavy. Nation-wide advertising is telling purchasers of these rules about their superior features—and directing them to your store.

A REAL Sales Builder

Buy only a fast-moving assortment of two dozen rules and receive modern merchandising unit free. Place on counter, in window, or hang on wall. Order from your jobber today.



TAPES • RULES • PRECISION TOOLS

ORDER FROM YOUR HARDWARE JOBBER
THE LUFKIN RULE CO., SAGINAW, MICHIGAN

132-138 Lafayette St., New York City • Barrie, Ontario

Building Extra Sales of Builders Hardware

(Continued from page 46)

tion of similar commercial racks on a Charleston job attracted the attention of a Du Pont engineer who then ordered them. While the freight probably threw the price out of line, the racks were just what was needed. The added efficiency would cancel out the extra cost, proving that when big corporations want something, they'll buy it.

Corrie sold 1058 steel lockers to a high school recently completed in Parkersburg, West Virginia. On such jobs he usually makes the estimate or bid to include installation service, since he has a highly trained crew which can install the lockers in the time it would take an inexperienced contractor's crew to read the directions. Since time is money the contractor just buys the best deal.

Corrie is fortunate in having two of the most important departments in the hands of his two capable sons. H. Thomas Corrie is in charge of the "take-off" department and supervises the estimates. He also is vice-president.

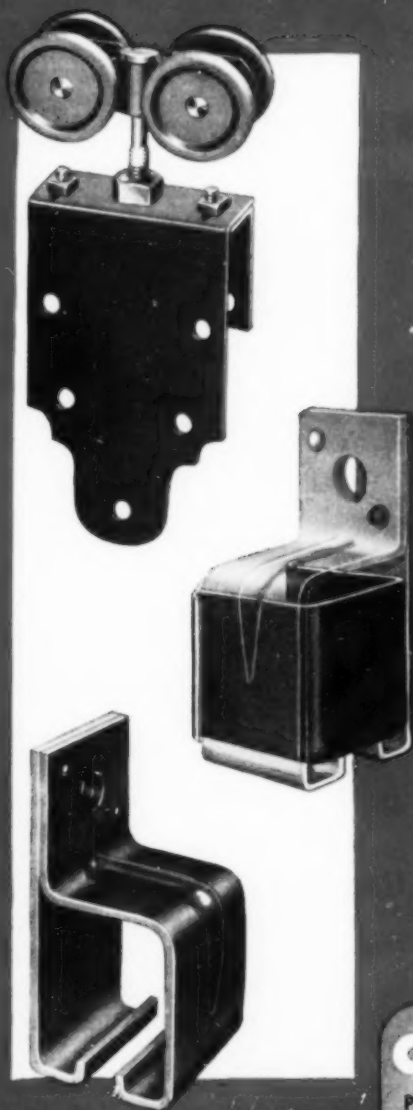
William G. Corrie, secretary-treasurer, specializes in sales and promotion. One of his most effective promotion jobs is with large corporations from which the Corries enjoy a large volume of business.

Hardware was made to sell, and to get big corporation business, one must establish connections with the purchasing agent. Every industry buys some hardware and every purchasing agent is besieged with salesmen. The heart of the Corrie promotion is the promise of better and quicker service adequate stocks plus a way of making it easier for the purchasing agent to buy.

To this end they make up a loose-leaf binder containing detailed specifications of everything they have to sell. These details make it easy to select items that fit the job. This indexed book is complete with factory advertising circulars describing many of the products. It is bound in a rich black cover and the name of the purchasing agent as well as that of the Corrie Hardware is embossed on the front cover in gold. A record is kept of where the books are and they are kept up-to-date. An order from any of these purchasing agents gets im-



SLIDING DOOR HARDWARE



Coburn #5916 Sliding Door Hardware Set. Complete package contains two hangers with bolts; three brackets; two end inserts; three lag screws.

a proved profit item...
with definite sales appeal

With the Coburn #5916 Door Set, you're able to offer your customers Sliding Door Hardware that's attractively priced...complete in one convenient package for easy handling and quick and simple installation.

More and more, jobbers and distributors report that the full line of Coburn Sliding Door Hardware gives them a wide range of profitable business...has definite sales appeal for home owners, farmers, builders and industrial users. Send for catalog and price list to Sales and Engineering, 56 Sterling Street, Clinton, Mass.

THE COLORADO FUEL AND IRON CORPORATION—Denver, Colorado
PACIFIC COAST DIVISION—Oakland, California
WICKWIRE SPENCER STEEL DIVISION—Atlanta, Boston,
Buffalo, Chicago, Detroit, New Orleans, New York, Philadelphia

COBURN PRODUCTS

PRODUCTS OF WICKWIRE SPENCER STEEL DIVISION
THE COLORADO FUEL AND IRON CORPORATION



Just what
"powdered coffee" enthusiasts
have been wanting!



...and the "spot of tea" addicts, too!

This little Boil-Quick *Belmont* *Titanium* Tea Kettle of Guaranteed Porcelainware



Fast Boiling Capacity
1½ Qts.

Belmont's Newest Fast-Turnover Impulse Item

What a market! Millions of people have turned to the popular powdered coffee for that quick cup whenever they hanker for it. All they need is boiling water—but fast!

This small Belmont Tea Kettle provides it in a hurry. Wide bottom adds to porcelainware's natural heating speed. Fast boiling capacity 1½ quarts. Size and design that pleases the feminine eye instantly, gleaming blue-white with black trim. Snug lid won't tilt when pouring, plastic knob; latch upright handle... No wonder it sells out fast everywhere it's displayed! Nice profit at \$1.98.

For some busy money-making, order this new Belmont No. 200 Tea Kettle from your Supply House today!

The Belmont Company

Division of The Ridge Tool Co. • 111 Belmont Street, New Philadelphia, Ohio

mediate attention, whether a telephone call for a minor item with requisition to follow or a request for quotations on a large list.

Besides calling on these buyers and keeping the catalogs up to date, Corrie furnishes an engineering application service. For example, a product may be used in an incorrect manner or it may be a problem for which Corrie doesn't have the answer. In the latter case, they send the details to factory research departments and follow through, so that the company gets the best results possible.

Corrie has another department that is a profit-producer—a home kitchen department, which specializes in steel kitchen cabinets for new and old homes. As opposed to the usual method of displaying the units and waiting for buyers, this department promotes them to every new home builder. Kitchen layouts are made, along with recommendations, samples shown and 3-year FHA financing is offered. The job is sold, installed, finished and guaranteed.

Another important promotion that results in numerous orders is the practice of mailing a package of advertising material every day to every person who takes out a building permit. It is not unusual for some of those who have received this material to come in the following morning with the package and ask for more information. The ratio of sales to number mailed is exceptionally high.

The idea of displays is not confined to the job of selling the hardware on a big building, but it has been found to be an important factor in general selling. Corrie has a fixed rule of having a display at every building show, convention, fair or other such event.

Recently they had such a display at a home show and one customer alone bought roofing, siding, paint, kitchen cabinets and door and window hardware for a seven-room house.

Corrie sells roofing, siding and such items to individuals and contractors. Merchandise is available, applied or not. Contractors often buy it applied to save money by taking advantage of Corrie's special crews.

Corrie also specializes in high-grade quality tools for all crafts, and since so many of the stores contacts are with craftsmen or employers of various skilled crafts, the volume is much higher than store traffic would indicate.



MY TRADE KNOWS I STAND BEHIND THE

RED HEAD



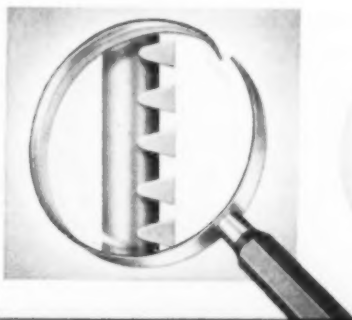
WELL POINT

NO GAUZE JACKET TO RIP, STRIP OR PUNCTURE

There's a steady volume in well point sales when you show your customers a *visible difference* in quality. The "Red Head" drive point for tubular and drive wells lasts longer and can't clog because it's made by an entirely different principle.

It has a continuous V-shaped inlet slot and a direct waterway—with *no pipe base!* There's several times more opening for water and no gauze screen to clog up or rip away.

Welded from top to bottom into one solid unit, the "Red Head" is made of low-carbon steel, double galvanized. It can be driven as hard as necessary under all normal conditions. Since it's used both as a flush point and drive point, *there is no necessity for duplicate stocks.* Available in 1 1/4" and 2" sizes.



COMPETITIVELY PRICED

Let "RED HEAD" help you
make plus sales!

ASK YOUR JOBBER, OR WRITE
FOR BULLETIN

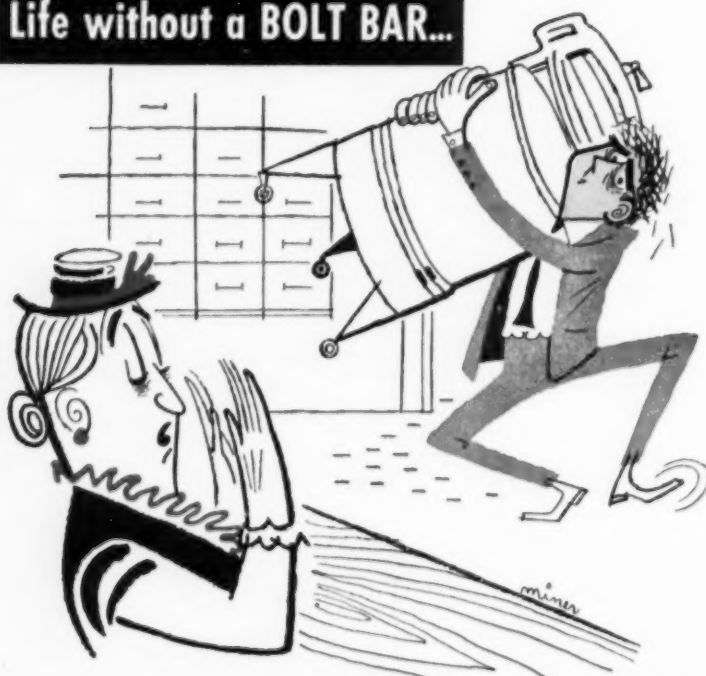


EDWARD E. JOHNSON, Inc.

ST. PAUL 14, MINNESOTA

Well Screen Specialists Since 1904

Life without a BOLT BAR...



"NO, NO! A HALF-INCH WASHER!"

Home mechanic Martha knows just what she wants but she has a tough time making it clear to Hardware Harry.

Many such slight misunderstandings can be avoided . . . and a great deal of energy and time saved . . . with a self-service Lamson BOLT BAR.

Recent tests in hardware stores prove that the BOLT BAR stock turns over an average of 6 times a year. This is all *additional business* over and above normal bolt and nut sales.

So do yourself a profitable favor. Invest in a modern Lamson BOLT BAR. It will save you hours of time, needless trouble and turn a neat extra profit to boot.

Your Lamson distributor can give you the whole story . . . or write us direct.

The LAMSON & SESSIONS Co.

1971 West 85th Street
Cleveland 2, Ohio

Plants at Cleveland and Kent, Ohio
Birmingham • Chicago



106 most popular sizes

The modern way to sell bolts and nuts

New Profits from Power Tools

(Continued from page 47)

with which they can do so many kinds of work at home. Taken together, the two Curry-Thomas stores are in the top bracket of Jacksonville hardware retail stores in the amount of "do-it-yourself" tools they move, according to those who sell to them.

In promoting the sale of power tools, the Curry-Thomas Hardware Co. has employed no special gimmicks, but has stuck to the time-tried methods of display and advertising, with good results. In the store the tools are displayed prominently on open tables in the tool section where customers not only can see them, but pick them up for examination. Catering to neighborhood business anyway, the stores have found the cost of newspaper advertising out of line with the returns they get. Hence, they have stuck with less expensive, but effective, direct-mail advertising.

At the North Main street store, Curry-Thomas has a mailing list of about 450 names, made up of commercial firms and individuals on the credit books. And in addition to these names they try to obtain the names and addresses of cash customers so that they may be added to this list. Once a month a syndicated hardware publication, edited for consumers, is mailed out in which "do-it-yourself" tools are liberally advertised.

"We don't try to limit our advertising of these tools to hobbyists or retirees or any other class," says Thomas, "because we never can tell who is going to come in for them."

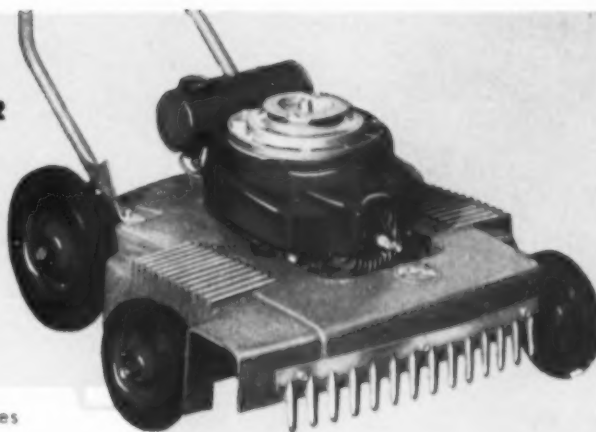
Among those who often buy these tools, Curry-Thomas has found, are men who build their own boats. Purchasing agents for commercial firms in the neighborhood, who frequently visit the Main Street store, have bought them as gifts from employees for an employee who is retiring, etc. Many professional men and office workers looking for a (literally!) constructive way to spend their leisure hours are very often customers. Some have bought tools so they can enlarge their garages as a place to work in, as few Florida homes have basements.

The best-selling item in the Curry-Thomas display is an electric drill set. Drills and auger bits that will fit a quarter-inch electric

the **COLD FACTS**
about the **HOTTEST MOWER**
on the market

The ALUMINUM

LAWN-BOY



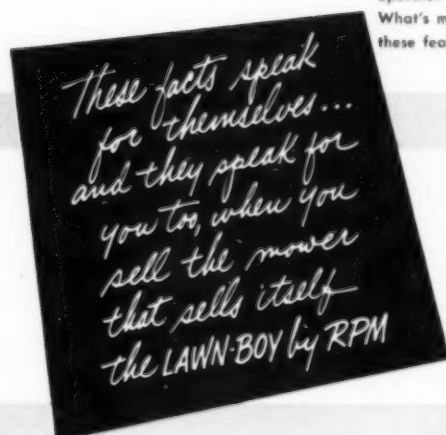
FACT NUMBER ONE . . . New Features

"Pulverator" leaf mulcher. Easy to install and ready to pulverize leaves in a matter of minutes. Sound Silencer Muffler makes the LAWN-BOY the quietest 2-cycle mower on the market. Quick Disconnecting Handle attaches and detaches in seconds. Gives extra yards of storage space in cellars or garages yet it gives absolute, controlled safety.



FACT NUMBER TWO . . . More Features

Add the new features above to the ones that made the LAWN-BOY America's most modern lawnmower and you've got a mower you can sell with pride. The LAWN-BOY trims closer. It won't scalp. It's all aluminum alloy construction and it's simple to operate. The Iron Horse engine is designed and built exclusively for lawnmowers. What's more, the LAWN-BOY cuts any height grass and it cuts it with ease. Compare these features against those of any other mower on the market.



FACT NUMBER THREE . . .

1954 Promotion Most Complete in Lawnmower History

Here are the facts! A 4-color 2-page spread in LIFE magazine for the second year, and 23 other ads in SATURDAY EVENING POST, BETTER HOMES AND GARDENS, AMERICAN HOME, PATHFINDER and FARM JOURNAL. In addition, every "key dealer" will be listed in a newspaper ad in his area at no cost to him. Next time you hear about advertising support, get the facts . . . then compare! You'll see why the LAWN-BOY is the best known lawnmower in America.

SOUND SILENCER MUFFLER



This new muffler makes the LAWN-BOY the quietest 2-cycle mower on the market, because of its low sound level. You can hardly hear it across the street. It's die-cast as an integral part of the housing so it cuts out squeaks and rattles . . . eliminates vibration noises.



THREE OTHER MODELS

In addition to the 18 inch LAWN-BOY illustrated above, other models include a 21 inch model, an 18 inch economy model and a 17 inch electric model. 18 inch models equipped with 2-cycle engines; 21 inch model with a 4-cycle engine.

AVAILABLE THROUGH WHOLESALEERS FROM COAST TO COAST
RPM MANUFACTURING COMPANY

Lamar, Missouri

The world's largest Manufacturer of Rotary Power Mowers
A Subsidiary of Outboard, Marine & Manufacturing Company
Makers of Johnson & Evinrude Outboard Motors
Manufactured and sold in Canada by
Outboard, Marine & Manufacturing Co., of Canada, Ltd.
Peterborough, Canada



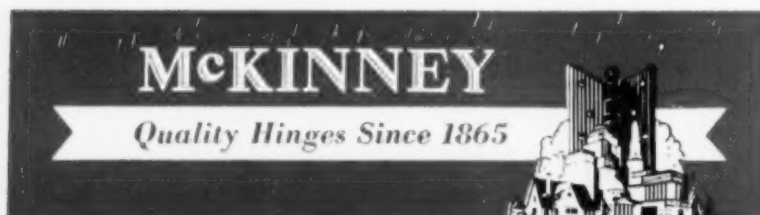
Architect: H. Clinton Parrent, Jr., A.I.A.
of Hibbs, Parrent & Hall
Contractor: Foster & Creighton Co., Nashville, Tenn.
Hardware Distributor: Keith Simmons Co., Inc.

For the Life of the Building McKINNEY Quality Butt Hinges Were Chosen

In the new Nashville Electric Service Building, all doors swing on McKinney Oilite Bearing Butt Hinges. Oilite bearings are bronze metal bearings which have the ability to hold about one-third of their volume in free lubricant and which automatically provide a smooth film of lubricant to the bearing surfaces only. This means that the doors in the Nashville Electric Service Building will swing smoothly, quietly, dependably for many years.

By standardizing on McKinney Oilite Bearing Butt Hinges throughout this beautiful and practical building, the architects, builders and owners have thus assured themselves of lasting hinge performance, freedom from maintenance and best ultimate economy. "To be sure, you couldn't make a better choice than McKinney." McKinney Manufacturing Company, 1715 Liverpool Street, Pittsburgh 33, Pa.

Ask your jobber for McKinney hardware



drill also are popular items, these including countersink and taper drills. Electric saws also are prominent on sales tickets.

The highest-priced item in the Curry-Thomas line of home power tools is an electric saw, retailing for \$76.50 and the next highest, an electric drill kit, is priced at \$42.95. But because the average tool is less expensive, installment buying has not been a large factor. The stores have no regular installment set-up, but when a known customer of good standing requests deferred payments, a down payment of 10 percent is accepted with subsequent payments on a stipulated basis.

Little Servicing

One of the advantages of handling power tools, says Thomas, is that very little servicing is required. Simple adjustments are made in the store's repair department, but if a tool turns up that the repair department cannot fix, it is sent to the wholesaler, who in turn sends it to the manufacturer's service station, located in principal centers in the South such as Atlanta. But Thomas says that it has not been necessary to send anything to a service station in a year or more.

"In fact," he adds, "the do-it-yourself tools make the work for the customer—not us—and they seem to love it. We hope they'll keep it up."



Decline in Factory Sales of Washers

FACILITY SALES of standard-size household washers in July totalled 228,268 units, according to the American Home Laundry Manufacturers' Association. This was a decrease of 24.9 percent from sales of 304,086 washers in the preceding month, and an advance of 10 percent over 207,593 in July, 1952.

Factory sales of automatic tumbler dryers in July aggregated 33,296 units, as against 32,789 in June, up 1.5 percent, and compared to 33,858 in July last year, a decrease of 1.7 percent.

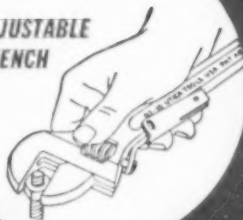
Ironers sold in July totalled 9,626, down 23.2 percent from 12,529 in June and off 35.9 percent from sales of 15,025 in the comparison month of 1952, according to the report.

It's new—it's amazing!

The ADJUSTABLE WRENCH THAT LOCKS!

UTICA® No. 92
3 wrenches in one!

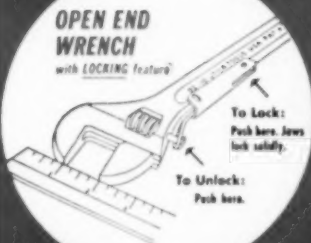
ADJUSTABLE
WRENCH



Works like the usual adjustable wrench. Yet gives you amazing additional advantages — at modest additional cost. Finest quality alloy steel, forged for rugged strength. Jaw surfaces extra hardened, last ten times longer.

OPEN END
WRENCH

with LOCKING feature!



A flick of the finger locks or unlocks the jaws! Simply adjust wrench lightly to the work . . . even set by rule if you wish. Then push firmly on locking lever at bottom. (Slight adjustment of knut may be necessary to engage lock). Jaws lock solid . . . they won't spread even when wrench is dropped or hit. To unlock, simply push button. That's all there is to it.

VICE WRENCH



Jaws lock like a vise — grip with over 100-lb. pressure. Simply adjust jaws lightly on work. Then move lever off wrench handle, and pull hinge-pin (button) out about $\frac{1}{8}$ inch. Rotate lever clockwise until jaws clamp vise-tight. To release, turn lever counter-clockwise and snap lever back over wrench handle. (If desirable, lever can be re-seated under handle without releasing vise-hold.)

Most amazing new hand tool in years! The UTICA® No. 92® Locking Wrench. It's adjustable—the jaws lock—the jaws tighten like a vise. You'll agree, "it has a wonderful head on its shoulders!"

**FREE
DISPLAY**

Holds 8", 10" and 12" sizes
Sells this new wrench for you!



Dramatic, colorful, 3-dimensional display showing 3-fold use of the No. 92® and how to operate it—yours with order for 9 only No. 92 wrenches. Put this display up and let your customers sell themselves! Complete operating instructions packed with each No. 92 wrench.

*TRADE MARK

**ORDER NOW FROM
YOUR UTICA DISTRIBUTOR!**



DROP FORGE & TOOL CORPORATION

UTICA 4 NEW YORK

IN CANADA: ADLAW TOOL & SUPPLY CO., LTD., MONTREAL

IT PAYS TO SELL QUALITY TOOLS, AND THE WORLD'S BEST TOOLS ARE MADE IN U. S. A.

How They Are Solving The Space Problem

(Continued from page 51)

shop from. In addition, he was able to get enough aisle space so that customers, having plenty of room to move around, were more inclined to browse.

"We don't have to work nearly as hard as we did before," says Jones. "In the old place, if a customer came in and we couldn't get to him right away, he had nothing to do but stand there and wait. That wasn't good for his disposi-

tion. But now, with plenty of room and with the departments laid out attractively, they like to browse. There's a lot of self-service and we've found that many customers want just that. They like to look around at their leisure and not be rushed.

"So with all this extra room and a lot more merchandise, we don't need any extra help. We have the same four-man force as before and we're doing a lot more business with a lot less work."

Nearly every line in the store was doubled with the move, Jones

points out, for well-constructed, modern sales tables took over the functions of both display and stockroom. Previously he was able to stock only 5-gallon and 10-gallon water kegs. Now he carries 5's, 10's, 15's, and 20's—the complete line, and the sales on that item have increased noticeably. A special pipe-fitting department, constructed onto a back wall, carries twice the number of sizes previously stocked.

One of the most striking changes is in the sporting goods department. Instead of a few samples on display with a few more in a stockroom, Jones now has a big front corner roughly 15 feet wide and 50 feet deep. In the front show window a modern gun display rack stands with a full stock of guns and ammunition. There is room for a half-dozen outboard motors along with a small table for manufacturer's literature which has proven irresistible to sports-minded customers. The motors were a new line made possible by the move.

"We've only been in here for a few months and it is hard to draw conclusions about a sporting goods department by what happens in the winter time," says Jones. "But based on its showing so far and the way people are drawn to it just to look around, I'll say that the increase in space, display and merchandise has been well justified."

Big Expansion

The store not only added new lines, it added whole new departments. One, close to the front entrance, is gifts. "People kept asking about them," Jones said. "I had a lot of traffic in the store and a surprising number of people asked about gift items. So we put them in." The department is not large. It consists of two-6-foot fixtures with ceramic and metal items on top and on two shelves inside. Most of them are for back-yard or window-box gardeners.

One of the most profitable gains in the new store was a 200-square-foot island in the middle of the sales floor just in front of the entrance. This is reserved for seasonal displays and has already proved its worth. During the winter, the island is devoted to space heaters. At Christmas time it is devoted to toys. Starting in February and continuing through the summer it is used for lawn and garden supplies.

"IT MELTS THE RUST AWAY"

WORK SAVING WONDER!

LIQUID WRENCH
FREES ALL FROZEN JOINTS
It melts the rust, always!

Profit-making LIQUID WRENCH is setting new sales records everywhere! LIQUID WRENCH is the super-penetrating solvent that turns rust and corrosion into a grease, lubricating joints while it loosens them! For all pipes, bolts, studs and parts frozen by rust. For farm equipment . . . mechanics, plumbers and farmers.

ACRA-SEAL
PLASTIC SPRAY
MOISTURE-PROOFS • RUST-PROOFS
SEAL, INSULATES, PROTECTS, PRESERVES

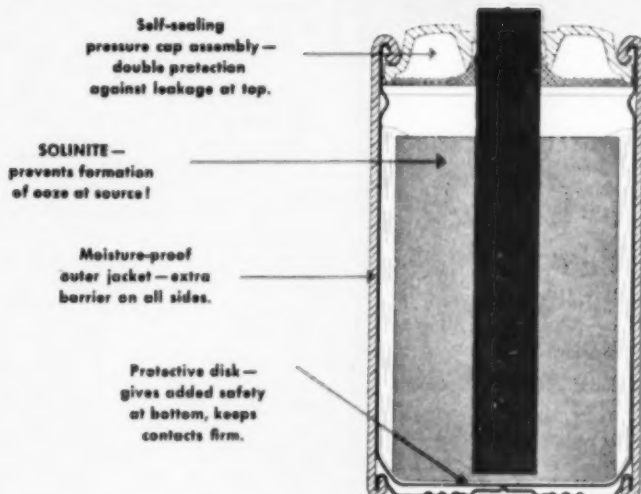
"ACRA-SEAL it . . . and protect it!"
A colorless, transparent chemical product that produces a clear, strong, flexible, water-proof coating on metal, rubber, wood, plastic and paper surfaces! For hundreds of uses in the home, farm, shop . . . everywhere!

MANUFACTURED BY
RADIATOR SPECIALTY COMPANY
CHARLOTTE, NORTH CAROLINA
RADIATOR SPECIALTY CO. OF CANADA LTD. TORONTO

OLIN MERCHANDISING NEWS

NEW OLIN BATTERIES WIN NATIONAL FAME

**EXCLUSIVE NEW OLIN DISCOVERY... SOLINITE*...
HELPS PREVENT LEAKAGE, SUDDEN BATTERY FAILURE**



*Trade Mark for Corrosion Inhibitor

OLIN'S GUARANTEE: If this battery damages your flashlight send it with the battery to us. We will promptly give you **FREE** a new flashlight of equal value—plus batteries!

Order These New Counter Displays Now



**48 OLIN No. 1511
GUARANTEED BATTERIES**
Long-life, guaranteed batteries to sell at
2 for 25¢



**48 OLIN No. 1550
SIZE "D" LEAKPROOF BATTERIES**
Extra long shelf life. No dating
required. Extra profit for dealers.
Retail price 15¢ ea.

COLORFUL—COMPACT—PROFIT PER UNIT 35%



Cited by TIME Magazine

Says **TIME** about Olin's new Leakproof Battery: "A flashlight battery which is chemically sealed against leakage of its electrolytic materials was put on the market by Olin Industries, Inc. Sealed by a chemical, the battery does not require thick insulation or an outside metal jacket."

**A New Kind of Battery
Every Store Should Carry**

There's more profit for you in exciting new merchandise. Be the first in your area to stock and feature this great new kind of battery—developed exclusively by Olin scientists to give America its first truly *modern* battery.

NATIONALLY ADVERTISED IN

Saturday Evening Post
Look • Collier's
Farm Journal • True
Country Gentleman
Outdoor Life
Boy's Life



ELECTRICAL DIVISION, OLIN INDUSTRIES, INC., NEW HAVEN, CONN., U. S. A.

SOUTHERN HARDWARE for OCTOBER, 1953

Ideal Companion to Hardware Sales



TWO SALES mean TWO PROFITS! Every time a customer buys hardware or paint for repairs or new work, he's in the market to buy wood protection against rot and termites, swelling and warping. You make two sales instead of one when you suggest Chapman clean Penta Wood Preservatives . . . Deep-Treat and Seal-Treat.

Sell Seal-Treat for Paintable Surfaces

Water-repellent Seal-Treat makes an excellent prime coat for wood to be painted — sashes, doors, woodwork,

porches. Controls warping, shrinking, swelling . . . stops rot and termites.

Sell Deep-Treat for Wood Not to be Painted

—fence posts, joists, sills, beams. General purpose Deep-Treat stops rot, kills termites—is clean and easy to apply.

Seal-Treat and Deep-Treat come ready-to-use in 55 gallon drums, 5 gallon or 1 gallon cans . . . attractively color-lithographed for over-the-counter selling; and with simple, informative directions on the packages to help your people make sales.

WIRE—WRITE—PHONE

CHAPMAN CHEMICAL COMPANY
DERMON BUILDING MEMPHIS, TENNESSEE



★ VISIT OUR
BOOTH 64

**SOUTHEAST
BUILDING MATERIAL
SHOW**

**OCTOBER 22, 23, 24
BILTMORE HOTEL
ATLANTA**

Stock and Sell Chapman's
Complete Line of

Clean **WOOD PRESERVATIVES**

"Innocent Abroad"

(Continued from page 52)

magazines could be gotten from the *concierge*, a typically European "institution." He handles room keys, is head porter, is the "bureau of information," can sell foreign currency, and attends to most any errands. You are supposed to tip him on leaving the hotel.

We kept up with the news very well, however. In most cities we could buy the Paris edition of the *New York Herald* or the Amsterdam edition of the *New York Times*. In Rome there is the *Rome American*, and lacking any of these, there was probably a London paper.

We enjoyed the meals. Of course there was the fact that the continental breakfast is coffee and rolls, and there was no black pepper until we got to England. Water to drink was the big problem. It was never served voluntarily and seldom cheerfully. In some cases it looked as if they held out so you would buy wine. But many times after ordering wine, we had to ask the waiter repeatedly before we got water. Apparently they don't see any sense in drinking the stuff.

Most of the meals were well-prepared and reasonable. Of course, you could go to top hotels or nightclubs and pay big prices, but the same applies in the States. Most of the time we went to cafes patronized by local people. In Paris, for instance, we were in a nice place where we had soup, steak with mushroom sauce, vegetables and dessert for 86 cents. In Amsterdam we were in a nice restaurant where we again had soup, steak, vegetables, and dessert for the equivalent of 97 cents. And let me say that the steaks in Holland are the best I've ever eaten, bar none. We had a delicious meal in London for 46 cents.

The shows, too, were a bargain. We saw the Paris Opera for \$3 each and the Rome Opera (grander than the "Met," I thought) for \$1.60. Like all "true red-blooded Americans" we saw the *Follies Bergere*.

Ice cream is probably the first word we learned in any new language. We would hardly cross the border before seeing an ice cream peddler's wagon. Coca-Cola is universal. Once, in England, we asked if they had Coca-Cola on ice, and the lady, looking a bit horrified, replied, "Of course not; it isn't hot today." But since they

Green Spot's NEW "Sell-on-Sight" promotion helps shoppers sell themselves!

Tells 'em how to lick lawn and garden watering problems

Millions of home-owners are in the dark about proper watering of lawns and gardens. Green Spot's 1954 WATERING GUIDE Promotion shows how to do it... then sells Green Spot products to do it right!

Here's how Green Spot's "Sell-on-Sight" pro-

gram pays off: (1) *Answers* shoppers' questions, (2) *Makes* every salesman an expert, (3) *Shows* key items in use, (4) *Sells* complete line.

Ask your authorized Green Spot wholesaler how to put this crackerjack promotion to work for you!

NEW!



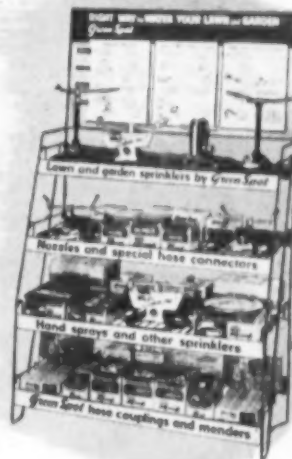
POINT-OF-PURCHASE HELPS

WateringGuidecounter display shows the right Green Spot product for every watering need. Famous "How to Do It" watering booklet. Colorful window streamers. Newspaper mat proof sheet. Publicity release.

NEW!

SELF-SERVICE MERCHANDISER!

Complete garden hose accessory department in less than 3½ sq. ft. of floor space. WATERING GUIDE on back panel shows "The Right Way to Water Your Lawn and Garden," attracts more customers, sells the right hose accessories.



NEW!

NATIONAL ADS!

Summer-long campaign in *The Saturday Evening Post* and *Sunset* shows "the right way to water lawns and gardens," sells Green Spot accessories.



NEW!



SIX NEW PRODUCTS!

Exclusive "Waterite" oscillating sprinkler gives even coverage of rectangles up to 35 x 40 ft. New "Rainger" impulse sprinkler waters ALL or PART of 100-ft. circle. Other new items: Shut-off valve, brass and plastic nozzle, mender and coupling for plastic hose.

SIGN UP TODAY WITH YOUR GREEN SPOT WHOLESALER!

REMEMBER! Green Spot gives you...

the complete line of quality hose accessories
the best consumer advertising
the finest "in-store" promotion aids

Green Spot KEEPS THAT SPOT GREEN
GARDEN HOSE ACCESSORIES

A Product of
Scovill Manufacturing Company
34 Mill Street
Waterbury 20, Conn.

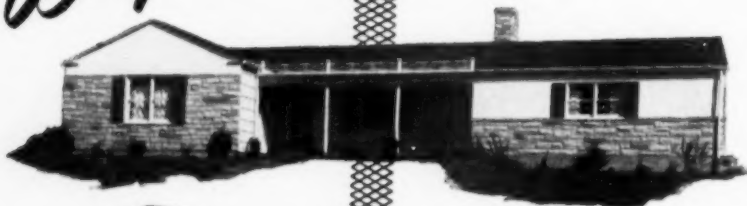
EA 4-1

Sprinklers • Hand Sprays • Hose Nozzles • Quick Connectors • "Y" Connectors • Shut-off Valves • Couplings • Hose Menders • Clamps • Goosenecks

**NEW-TYPE
SCREENS ADD**

**TO
MODERN
HOMES**

Buy-Appeal



PEASE-FABRICATED HOMES, Hamilton, Ohio, offer one of the most versatile and flexible homes on today's market. Keystone Tension Screens are cataloged as optional equipment. The Kirkwood model is shown here.

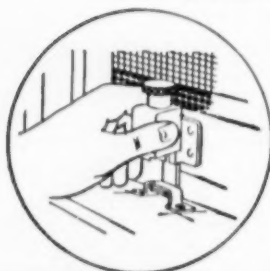


NO FRAME
NO PAINTING
NO RUSTING
LOW COST

Keystone

ALUMINUM FRAMELESS TENSION SCREENS

Cash in on the new trend in modern screening . . . feature the popular new Keystone Aluminum Frameless Tension Screens for all double-hung windows! Ideal for new or old homes . . . apartments . . . motels . . . cottages . . . everywhere! Easily installed—no heavy frames to cut or fit. Saves 25 minutes per window in installation time. A neat and attractive full-length, low-cost screen of outstanding long life. Seals tight—with exclusive free floating sill bar . . . assures snug fit at bottom . . . adjusts screen to uneven or off-level sill. Many more plus features that mean profits for you! Send today for details.



Patented tension catch at sill holds Keystone Screen securely in place.

KEYSTONE WIRE CLOTH CO.
Dept. K-14, Hanover, Pa.

Without obligation, send me complete details on Keystone Aluminum Frameless Tension Screens.

Firm.....

Attn. of.....

Street.....

City.....State.....

also drink their beer warm, maybe that is the way they like it. Incidentally, in most countries, beer was cheaper than cokes.

We did not talk much politics. Our main contacts were in hotels and with guides. I sensed that they were feeling me out to see what I wanted them to say. So most of the time I skipped it. However, when we came to Milan, the driver parked the car in a lot in front of the hotel, taking a claim check. After dinner, he remarked that he had to find a place for the car overnight, for, he said, Milan is so Communistic that someone might slash the tires during the night.

There was not much hatred of the Germans except in Holland, where people are very bitter, Holland having been occupied by them for five years. A Dutch guide said that usually a Dutch policeman, if asked directions by a German would answer "You were here for five years, you ought to know how to get around yourself." Or they might give the wrong directions, as happened to us the morning we were leaving. We had a German driver from Cologne. Asking a Dutch policeman for directions to Rotterdam, our driver followed them faithfully and some 15 blocks later we came on the first direction sign for Rotterdam, only the sign pointed back the way we had come.

Handling foreign money was not as difficult as I had thought. The English currency was more of a problem in mental arithmetic than any other on the continent. It was more of a bother getting used to the large-size bills and coins. And about the time we got used to one set of currency we would cross into another country and have to start over.

Train travel was interesting. Third class looked pretty crowded and uncomfortable, but we traveled second class which was nearly equal to first class. Diners were hardly equal to ours. Most people bought sandwiches, beer and wine from carts which were pushed along the station platform beside the trains at larger stops. Everywhere, except in Italy, we were told it was OK to trust baggage to the porter or on the train. In Italy we were cautioned not to get out of sight of the luggage, and of course to keep a hand on the wallet. There is so much poverty in Italy that the thieving rate is high.

Altogether, we had a grand trip. And it is certainly true that "He who travels much, learns much."

WARWOOD means Repeat Orders

FINISHED IN
WARWOOD
BLUE

PACKED
IN CARTONS

Cutter Mattock

Striking Hammer

Warwood Forged Tools are known as the standard for comparison wherever heavy hand tools are re-

quired. Correctly designed for agricultural, general construction and contracting work, road and street repair work and for many other uses, they represent the ultimate in forged tools. Enjoy an increased volume by making your store headquarters for Warwood Tools.

TOOLS FOR:
GENERAL CONSTRUCTION
AGRICULTURE and GARDENING
MINING and INDUSTRY
RAILROAD TRACK MAINTENANCE

Warwood Workmanship Makes the Difference



WARWOOD TOOL COMPANY • Wheeling, W. Va.

Name-Brand merchandise means satisfaction to your customers, and money to you. Well-known, advertised brands pre-sell your customers before they set foot in your store.

The prestige and reputation of these makers' brands guarantee high standards of quality—assure fewer adjustments, markdowns, or complaints. And, of course, products so well known and trusted move faster, turnover and over to increase your profits. That's why you make your business stronger when you keep the force of famous brand names behind your selling. Let your customers know they can get from you the brands they know and want. Why be content—or expect them to be content—with anything less?

GIVE YOUR CUSTOMERS WHAT THEY ASK FOR—IT'S BAD BUSINESS TO SUBSTITUTE

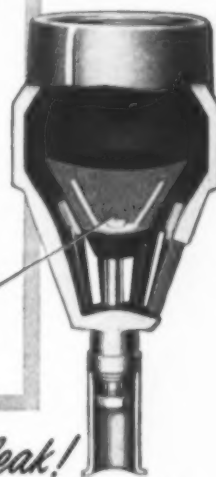
BRAND NAMES FOUNDATION

Incorporated

A non-profit educational foundation
37 West 57 Street, New York 19, New York

FOOT AND CHECK VALVES

with the famous
conical rubber poppet



they can't leak!

STRATAFLO Foot and Check Valves end leakage troubles, save their cost many times over in service calls. Ideal for jet type pumps. Ask for Bulletin 203.

order
from your
jobber

Strataflo

STRATAFLO PRODUCTS, INC.
FORT WAYNE 3, INDIANA

WITH **BOLENS** YOU'LL OFFER

Now THE GREATEST LINE OF GARDEN TRACTORS IN AMERICA TODAY
9 GARDEN TRACTOR MODELS AVAILABLE

New advanced features to Spark Sales in '54!

★ **VERSA-MATIC** DRIVE

AMERICA WILL SPEND OVER TWO HUNDRED MILLION DOLLARS next year on outdoor power equipment, but competition is rugged. You can afford to welcome competition by offering a tractor, power packed with sales points. The greatest sales feature is Versa-matic Drive. Versa-matic Drive gives infinitely variable forward speed controllable under power, and safety type reverse. This drive also offers power and free-wheeling in both forward and reverse. Here is the answer to a long felt need for greater maneuverability, as well as a controllable wide speed range. The single lever control for both forward and reverse speeds is conveniently located at the handle bar. When you demonstrate these features, you'll cinch your sale! No speeding the engine to adjust speeds! No clutching and de-clutching! No gear selecting or clashing of gears! Accident-proof reverse control operates in such a way that if the operator loses his footing the tractor stops automatically. Grill and hood is restyled for more massive appearance. No other line offers so many advantages... let's start selling BOLENS NOW!



POWER-HO
SUPER VERSA-MATIC
MODEL 15 FD

★ **WIDE SPEED RANGE**

From as low as 1 mph to 3 mph at full engine governed speed. No necessity to throttle engine to sub-power level to suit ground speed requirements.

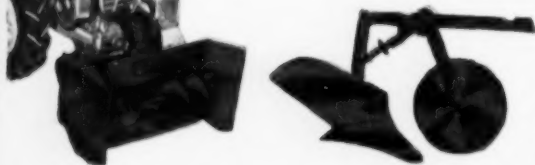
★ **NEW TRIGGER HITCH**

No pins, bolts, etc., to attach rear mounted implements. Merely push them in place to attach. A flip of the trigger hitch locks or unlocks the attachment.

★ **SAF-TORQ POWER TAKE-OFF SHEAVE**

An overload safety clutch cushions and limits destructive shock loads giving longer life and protection to the tractor.

ATTACHMENTS GALORE FOR '54!



The BOLENS tractor is a versatile source of power for countless four season jobs. BOLENS tractor owners are year 'round customers that give you year 'round profits. You can offer them as many as 111 tools and attachments such as a cultivator, moldboard plough, disc harrow, circular saw and weed cutter, sickle bar, air compressor, sprayer, riding sulky, dump cart, lawn roller, Sno-Caster and lawn mower. When you sell BOLENS you put power behind your sales.

R MORE MAKE MORE in '54

BOLENS MEANS BUSINESS!

You'll make "every prospect a customer" with **BOLENS** success combination of **FULL LINE** power equipment

THE FUTURE OF THE OUTDOOR POWER EQUIPMENT MARKET is as big as all outdoors. You can capture the whole market while America is power-minded, when you handle BOLENS' whole line. You won't miss a sales opportunity. BOLENS has the right model to fit the job whatever the application. BOLENS knows the outdoor power business. Its leadership in the industry for 30 years makes BOLENS a name which represents quality to the customer. The vast resources of the Food Machinery and Chemical Corporation assure you the constant market research necessary to keep BOLENS the leader in the field.

BOLENS is an organization *Dedicated to the Dealer*. Realizing the importance of establishing its dealers as headquarters for outdoor power equipment in the community, BOLENS spends thousands of well placed dollars each year in their support. Dealers are well supplied with the necessary mats, display material and literature to enable them to cash in on the effects of BOLENS huge pre-selling program. The entire BOLENS organization from the engineer who designs the products you sell, to the representative who calls on you, has one purpose in mind: To help you sell more BOLENS outdoor power equipment and to help you make more profits.



BOLENS PRODUCTS DIVISION
FOOD MACHINERY AND CHEMICAL CORPORATION
 227-A South Park Street, Port Washington, Wisconsin



GRIND-A-LEAF ATTACHMENT... No burning or hauling of leaves for a BOLENS Rotary Mower owner. This wonderful attachment pulverizes leaves, converts them into valuable fertilizer.

9 REEL & ROTARY POWER MOWERS

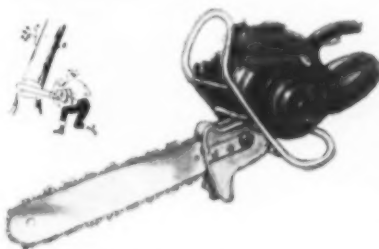
You'll move more mowers when you wheel and deal with this complete '54 line, highlighted by the sensational new BOLENS 20" self-propelled rotary mower. All you do is guide it! Five other rotary models from the 18" electric to the 21" gasoline and three really great reel-type mowers, two 18" models and the 21" De Luxe.



ATTACHMENTS... Profit from your 'round sales with a complete line of work-saving "plug-in" attachments for tillers.

5 FAMOUS BOLENS M-E ROTARY TILLERS

Prospects are money in the bank when you demonstrate the BOLENS M-E Mustang. Small in size and price, the Mustang is a powerful piece of equipment that out-performs any other low priced rotary tiller. Four larger models too... all carrying a guarantee with the most powerful sales impact in the rotary tiller field today: non-winding tines guaranteed forever.



NATIONWIDE SERVICE FACILITIES

6 SIZES OF CHAIN SAWS

A new member of the BOLENS family to complete your line of outdoor power equipment. A typical BOLENS product in that it is the fastest starting, easiest operating, finest constructed chain saw ever made, loaded with new features and offered at a new low price to help you make sales. You have only to demonstrate to prove its superiority.

BUILD WITH BOLENS...

"PUT BOLENS POWER BEHIND YOUR SALES!"

TRACTORS • TILLERS • MOWERS • CHAIN SAWS

Mail Coupon Now for details on
BOLENS POWER PROFIT PLAN

BOLENS PRODUCTS DIVISION

FOOD MACHINERY AND CHEMICAL CORPORATION
 227-A South Park Street, Port Washington, Wisconsin

Please send information on BOLENS money making Dealer Franchise Offer.

Name _____
 Company _____
 Address _____
 City _____ State _____



**Russ Lewis
says,
"Before you sign
up even for one
mower, see our
S.D.P.* for '54!"**

It's to your advantage to do something now about selecting your power mower line for '54.

You may want to change to a more profitable line.

You may see the need for selling a more complete line—one with a widely known quality brand name.

You may want a stronger backing from the mower manufacturer—in your home town—to help move mowers off the floor against competition that is getting stronger and stronger.

For these and many other good reasons, you should see a full preview of

FAIRBANKS-MORSE

*Spring Dating Program

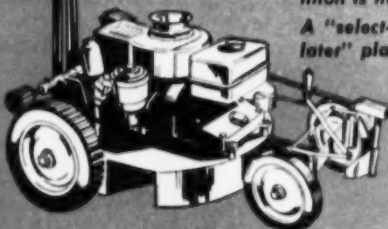
This program includes:

A strengthened mower line, with new models and competitive prices.

A full-blown publicity program, featuring the "Grass Finder," the power mower with an uncanny personality!

A cooperative advertising plan that hits hardest in your home town where competition is hottest.

A "select-now-deliver-later" plan you'll like.



Fairbanks-Morse "Grass Finder" self-guiding, self-propelling rotary power mower can bring you as much publicity as a brass band! This mower has received more publicity than any other mower built. Put it to work for you in your area and watch its action attract worth-while crowds.

This plan can mean more unit sales, more profits per sale, and more volume per year! Ask our salesman to explain it in detail.



FAIRBANKS-MORSE

a name worth remembering when you want the best

WATER SYSTEMS • GENERATING SETS • MOWERS • HAMMER MILLS • PUMPS
MAGNETOS • MOTORS • SCALES • DIESEL LOCOMOTIVES and ENGINES

\$100,000,000 Volume Expected by Rack Jobbers

RACK JOBBERS will account for more than \$100,000,000 of the total sales of various housewares currently being merchandised through supermarkets. A recent report by Allen Levis, president of American Rack Merchandisers Institute, states this to be a 40 percent gain over 1952.

\$135,000,000 Market

The report estimated that supermarkets will sell more than \$135,000,000 in such housewares as cutlery, cake pans, butter dishes, vacuum bottles, etc., in 1953.

In reporting to members of his association Levis said:

"The emergence of the service distributor during the past decade has been the principal factor in bringing housewares to supermarkets.

"The typical housewares service distributor handles the entire department for the supermarket operator. He carries an extensive stock of from 500 to 5,000 items; he market tests all items before they are sold at retail; he handles all warehousing and delivery of merchandise; and he guarantees the sale of all merchandise."

In addition to these functions, the distributor also maintains the following in-store services: he assumes the responsibilities for all display and stacking of merchandise; he visits the store as often as necessary during the week to keep the items and racks clean; he removes all slow-moving items, and refurbishes the racks with additional new items."

Adding Products

The types of non-foods handled by the service distributor specialist is steadily growing, Levis said, and now encompasses such items as soft goods, toys and novelties and glassware.

Levis said that "the service distributor only is looking for those items which will sell in supermarkets, not necessarily those which have been successes in variety, hardware, department or drug stores. In other words, if and when new items are added to the service distributor's list, they are added only on the strength of their potential with 'Mrs. Consumer' who shops the supermarket."

Levis protested that the term "rack jobber," long associated with the industry, is misleading because it implies that they only handle installation of display racks. "Members of ARMI prefer to be known as service distributors, since the commodity they sell is service," he declared.

Economic Pamphlets Available for Study Groups

THE ECONOMICS Research Department of the U. S. Chamber of Commerce has issued a set of seventeen pamphlets in the form of an Economics Primer designed particularly for the reading of the businessman and the setting up of local economics study groups.

The pamphlets are directed at the interested intelligent layman. Each includes discussion questions

and suggested further reading. The pamphlets include "The Mystery of Money," "Control of the Money Supply," "Money, Income and Jobs," "The National Income and Its Distribution," "Progress and Prosperity," "Demand, Supply and Prices," "Prices, Profits and Wages," "Why the Businessman?" "How Competitive is the American Economy?" "Understanding the Economic System and Its Functions," "Spending and Taxing," "Taxing, Spending and Debt Management," "Labor and the American Economy," "Individual and Group Security," "International Trade, Investment and Commercial Policy," "The Ethics of Capitalism." Ask for free leaflet on how to set up a discussion group by writing to the U. S. Chamber of Commerce, Washington 6, D. C.

Predicts Expanded Appliance Market

AN ANNUAL DOLLAR volume market of 7½ billion dollars, at retail, for major appliances and television receivers by 1960 was predicted recently by Ray A. Rich, vice-president of the refrigeration division of the Philco Corp.

"Cold statistics indicate a major appliance and television industry dollar volume by 1960 of at least 7½ billion dollars annually, or about 50 percent larger than current volume," Mr. Rich said.

He based his prediction on the expected rise in population, continuing increase in national payrolls, the upswing in new family group formations and the replacement market for electric appliances, such as refrigerators and ranges, and television receivers.

He cited the growth of the appliance and radio industry's sales in the period between 1941 and 1951 as indicative of America's economic strength. The sales in 1941 showed 20,284,400 major appliances and radios sold at a retail dollar volume of \$1,295,572,150 compared to 1951 sales of 26,244,000 major appliances, radios and television sets worth \$4,927,707,300.

Mr. Rich predicted these 1960 sales for appliances: 6 million refrigerators; 2,500,000 electric ranges; 2,400,000 electric clothes dryers, and 5,000,000 ironers.

He also forecast that room air conditioner sales would be close to the one billion dollar figure annually by 1960.

Ban Against Paint Rollers Outlawed

A labor court decision which declares illegal a Detroit union ban on paint rollers as an "unlawful labor objective" was handed down recently by a Detroit Circuit Court judge.

The decision is significant for there was no previous legal precedent in common law clearly defining the right of the employer to use advanced tools and methods where no element of health and safety to the worker was involved.

It is believed that the Detroit decision returns to the employer this right.

Basis for the case was a suit brought by the Detroit Chapter of Painting and Decorating Contractors of America against the Painters District Counsel (AFL). The union sought to ban use of paint rollers by charging that use of the new tool was injurious to the health and safety of its members.

Russ Lewis says,
"We have the mower-
for-every-type-of-lawn
line included in our spring
dating program, let your
prospects name it—
you'll have it!"

FAIRBANKS-MORSE Rotary and Reel Type POWER MOWERS

NEW! 20"

Self-propelled rotary mower!

Powerful 2 hp. Briggs & Stratton engine. Four wheels. Cast aluminum frame—turned down for protection against cutting blades.

Also, new inter-changeable power! 18" four-blade rotary! Made for powering by ½ hp. electric motor or 1.6 Briggs & Stratton gas engine! Change-over

quickly made.

Four wheels. Four reversible cutting blades—16 cutting edges.



18", 21" and 24" Reel
Briggs & Stratton engines!

Quantity at competitive prices! 1.1 hp., 1.6 hp., 2 hp. engines. Sectional rollers. 34" reel shaft. 24" model has dual wheels.

Fairbanks, Morse & Co.
600 S. Michigan Ave., Chicago 5, Ill.
Gentlemen:

We are interested in knowing more about your Spring Dating Program and other facts about Fairbanks-Morse mower line. Ask your salesman to call.

Your Name

Firm Name

Address

Town State



FAIRBANKS-MORSE

a name worth remembering when you want the best

WATER SYSTEMS • GENERATING SETS • MOWERS • HAMMER MILLS • PUMPS
MAGNETOS • MOTORS • SCALES • DIESEL LOCOMOTIVES AND ENGINES



Your
Customers
Know and Buy
J&L Ware ...

You Can
CAPITALIZE CONFIDENCE
with the **J&L**
"PROFIT LINE"



Turnover and profit on the sale of galvanized ware are yours when you stock and display the J&L line. People know the J&L name—they have confidence in its reputation for quality and sturdy service. They buy it when they see it in your store.

J&L Ware is priced to cover the big volume market . . . and yield a healthy profit to every hardware dealer. Your local Hardware Jobber can provide you with complete information concerning prices and deliveries. Call him today—get those extra profits with J&L Ware now.



JONES & LAUGHLIN STEEL CORPORATION

Container Division

NEW YORK 17, NEW YORK

Galvanized Ware Plants:

Toledo, Ohio, and Atlanta, Georgia





STANLEY Christmas TOOLS

**Selected . . . Packaged . . . Promoted
For Happy Holiday Business!**

Practical Selection of Tools . . .
Gay Green and White Box Covers . . .
Material for Local Promotions . . .
Persuasive Consumer Advertising . . .
Write for Complete Information.



21 appealing Stanley Tools
and 8 Tool Chests dressed
up for Christmas . . . among
them these wanted gifts.

Advertised to your best customers in



STANLEY TOOLS, NEW BRITAIN, CONNECTICUT

Supported by Promotional Materials for your store.



Display free with
each plane.
Gift Certificates
free at your
distributor's.
Stuffers for counter
and mail use.
Slides and Script for
TV station breaks.
Mats and copy for
local newspapers.
Radio script
suggestions.

The Tool Box of the World

STANLEY
TOOLS

STANLEY
HARDWARE
ELECTRIC TOOLS
STEEL STRAPPING
STEEL

100th
YEAR
1853
1953

GENSCO FAMOUS IMPORTED SWEDISH HARDWARE



America's No.1

Bowsaw...



"BUSHMAN"

From coast to coast, Hardware Dealers know the quality of America's leading bow saw—the one and only "Gensco Bushman." They like the wide range of saw types and sizes—the merchandising and point of sale displays backing their selling efforts. If you don't stock Bushman Bow Saws now, you should—to please every customer and sell more saws. Write for literature and prices.



FREE POINT OF SALE MERCHANDISER

This display free with purchase of only 8 saws and 6 replacement blades. Three colors, made of wood and duron. Order this starter today.



Swedish Wood Chisels

11 sizes of the world's finest Swedish wood chisels with durable Tenite II handles. Blades are protected with strip-off plastic. Free display with only 16 chisels. Write for literature.

Swedish Builders' Hardware

Famous Gensco Stenman Swedish Butts, Straps, Tees, Hasps, Bolts and other standard type builders' hardware. Write for catalog.



Swedish Mora Hunting Knives

Inlaid Swedish steel blades, curly birch handles, plated brass bolsters, guards and butts. Top grain leather sheaths with metal reinforcing. Free display with seven knife assortment. Write for catalog sheet.

Swedish Wood Screws

Swedish, Gensco-Crown-Brand slotted wood screws in flat, round and oval head styles. Made in bright steel and brass. Write for prices.



GENSCO TOOL DIVISION
GENERAL STEEL WAREHOUSE CO., INC.
 1806 North Kostner Avenue • Chicago 39, Illinois

Added Sales from Fan Belts

(Continued from page 53)

from the number on the belt a new one is substituted. "Where the number is rubbed off from wear, we measure the belt with a special device furnished by the supplier. If the old belt is not brought in, the customer generally knows the size. We then have only to refer to our catalogue, find the number and sell him the belt he needs."

The broad stock of fan belts has resulted in Laurel Hardware gaining many customers they might not otherwise attract. Also, having the belt on hand when the customer needs it was found to be specially important. It means restoring the machine to immediate use with little loss in time, labor or money.

"A customer who has a belt break knows when he comes to Laurel Hardware that he will find its replacement on hand," Cook said. "He knows he can depend on us to have it."

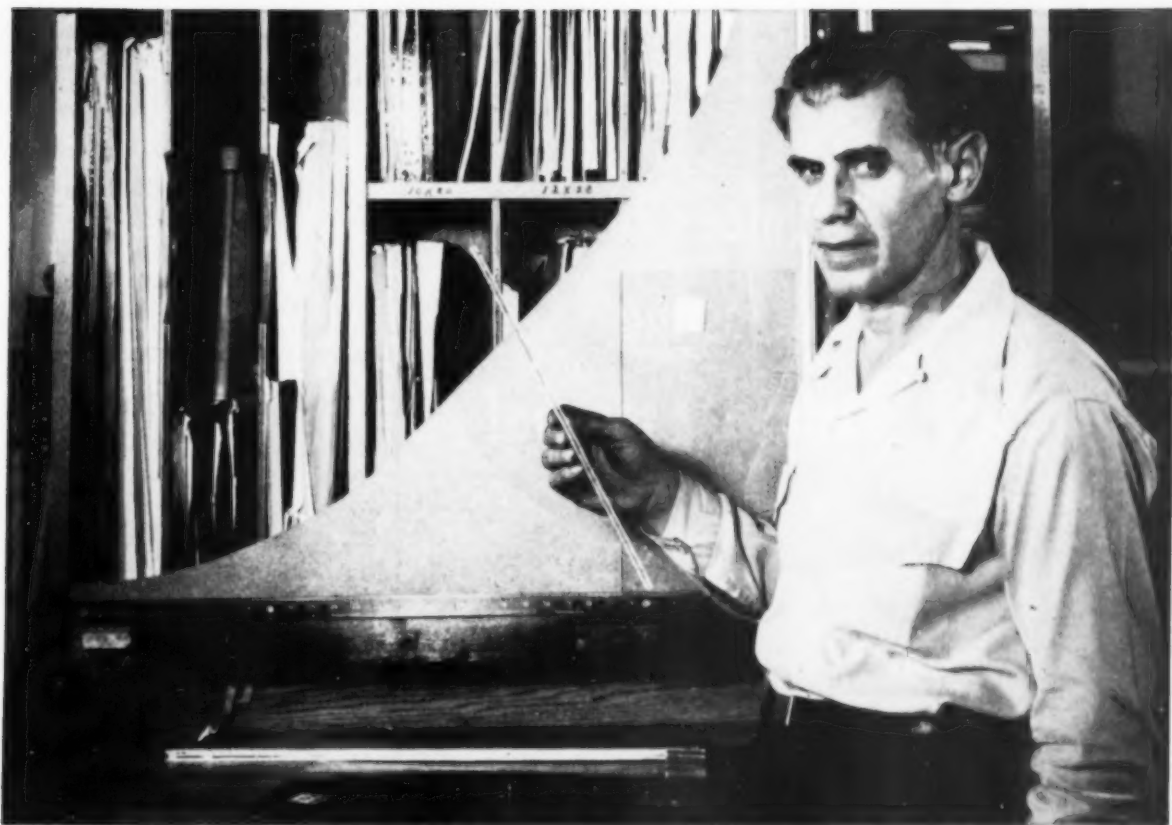
Cook constructed the plywood beam from which the belts hang. With a minimum of six belts on hand in each size, he records, at the time of sale, items approaching this minimum level. In this way, stock is replenished.

"It is quite possible that we have one of the largest stocks of belts on the eastern seaboard," added Cook, recalling such a comment by his supplier.

There are usually other sales made to belt customers. Pulleys frequently are needed at the time of belt sales, and since Laurel Hardware carries a complete line of them from 1½" - 12", the customer has learned to look to this store for these items. However, a number of other departments have benefitted as a result of the traffic drawn here for belts and pulleys.

"For the hardware dealer who might be considering fan belts as an additional line I would advise him to study his area and its needs. Build up the new line slowly, getting only a few sizes that you know from inquiry will sell," Cook cautioned. "Don't let stock get ahead of demand. But as demand grows (and depending on capital available), introduce other sizes slowly. Feel your way along."

"But if you do feel you have a potential 'fan belt market,' try them."



Mr. Steve Vesha of New Deal Hardware, Cleveland, Ohio, showing $\frac{1}{4}$ " strip he has just trimmed off a piece of L-O-F window glass.

With L-O-F Window Glass . . .

It's easier to trim an edge!

You'll Trim Your Waste, Too!

L-O-F is easier to cut into big pieces or little pieces. It's easier to cut angled or curved pieces. You can even cut off a narrow strip with a light, easy stroke, as illustrated above.

L-O-F cuts easier because it's annealed more slowly, more patiently. That makes it less brittle—so it's a safer buy for your customers, too.

In a recent survey, 30 dealers in different parts of the country were asked to take a "Blindfold Test". They test-cut four well-known brands of single-strength window glass—the labels had been removed and the brands were identified only by the letters A, B, C, D or W, X, Y, Z. 28 of the dealers picked L-O-F as the easiest to cut—no matter how they cut the glass, or in what order!

TRY THE "BLINDFOLD TEST" YOURSELF!

Cut L-O-F first, last, or in-between the other brands. Run any kind of a cut you want. You'll see why you have fewer bad cuts, less waste and more profit with L-O-F.

Call your nearest L-O-F Distributor. These local businessmen are listed under "Glass" in the yellow pages of phone books in many principal cities throughout the country.

And send for your free copy of our booklet, *For Greater Profits in Window Glass*. Write Libbey-Owens-Ford Glass Company, 71103 Nicholas Building, Toledo 3, Ohio.



LIBBEY-OWENS-FORD *the easy-to-cut* **WINDOW GLASS**





Greenlee Chisels
make lasting
customers for you!

When you sell a GREENLEE chisel, you are selling the means to fine workmanship and *sure satisfaction*. Each GREENLEE chisel is of highest quality . . . carefully balanced . . . blade is selected tool steel that long retains its fine-cutting edge. Attractive green plastic handle provides comfortable, sure grip. Available in Socket Butt, Socket Firmer, and Tang Butt types. Sell them in sets shown below for extra volume! Stocked by leading wholesalers. Write for complete information.



Sets of four GREENLEE chisels in hard-wood cases.



Sets of three chisels in metal-edge fibre-board boxes.



Sets of six or nine chisels in attractive plastic rolls.



GREENLEE TOOL CO., 1830 Herbert Ave., Rockford, Illinois

INDUSTRY NEWS

(Continued from page 42)

Hamscher Ends 50 Years with Fittler Rope Co.

HENRY HAMSCHER, JR. celebrated his 50th year with the Fittler Rope Co. last August 2 by preparing for an extensive visit to Fittler distributors in the western states.



Henry Hamscher, Jr.

Hamscher's longevity in the rope business is preceded by his father who recently retired from the Fittler Co. after 71 years of service. His grandfather also was connected with the same firm over 100 years ago.

Hamscher's only break in continuous employment since first going to work for Fittler at the age of 13, was during World War I when he joined the Army in 1917 as a Private and returned in 1920 as a Captain of Engineers.

♦

McAllister Promoted by Cordage Firm

CHARLES D. McALLISTER has been named vice-president of American Mfg. Co., Brooklyn, N. Y. cordage firm. Mr. McAllister, whose former title was Sales Manager, will retain direction of the company's selling activities.

Mr. McAllister has been with American Mfg. Co. in various capacities for more than 20 years. The promotion now puts him in the same post once held by his father, C. D. McAllister, who was vice president of the company in 1924.

every woman knows... every woman wants

DAZEY

THE CONSISTENTLY ADVERTISED LINE OF QUALITY KITCHEN HELPS

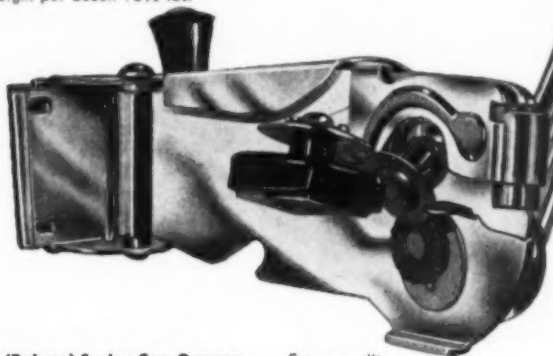
Model #88 Series Can Opener (Dual Electronic) . . . This Top Quality Can Opener has all the famous Consumer Accepted Dazey features, improved patented grease-sealed cutting wheel, fits the Dazey wall bracket, folds flat against the wall when not in use, has no gears to collect dirt, grime or grease and contaminate food, easy to clean and has the Dual Electronic Can Lid Lifter to hold lid after it has been cut from can. Available in Dazey kitchen tested colors.

Model 88C (Red, White, Yellow with Chrome trim) Retail price **\$5.49**

Model 88AC (All Chrome) Retail price **\$5.95**

Model 88 (Dazite finish) Retail price **\$4.49**

Individually packed in Shelf Display cartons—12 per shipping case—Weight per dozen 16½ lbs.



DAZEY
CAN OPENERS
HAVE NO GEARS
... to collect Dirt, Grime or
Grease to contaminate foods.
EASY TO KEEP CLEAN

Model 80 (Deluxe) Series Can Opener . . . Same quality and features as the 88 Series—without the Dual Electronic Can Lid Lifter.

Model 80C (Red, White, Yellow with Chrome trim) Retail price **\$4.49**

Model 80AC (All Chrome) Retail price **\$4.95**

Model 80 (Dazite finish) Retail price **\$3.49**

Individually packed in Shelf Display cartons—12 per shipping case—Weight per dozen 16 lbs.



Model 61 (Senior) Can Opener . . . A lighter, simplified version of the 80 Deluxe Series. Dazite finish with Black Handle.

Individually packed in Shelf Display carton—12 per shipping case—Weight per dozen 12 lbs.—Retail price **\$2.69**



Model 61HM (Hold-tite Magnetic) Can Opener

. . . Same features and finish as Model 61 (Senior) except with added feature of strong, permanent type, swivel mounted magnetic can lid lifter. Individually packed in Shelf Display carton—12 per shipping case—Weight per dozen 13 lbs.—Retail price **\$3.25**



Be sure

it's a



DAZEY

DAZEY KITCHEN HELPS ARE
REGULARLY

NATIONALLY

ADVERTISED IN:

American Home, Good Housekeeping, Household, Ladies' Home Journal, McCall's, Parents', Redbook, House Beautiful, Saturday Evening Post, Sunset, Family Circle, Today's Woman, Woman's Home Companion, Better Living, Woman's Day, Better Homes & Gardens, Copper's Farmer, Country Gentleman, Farm Journal, Successful Farming.

DAZEY CORPORATION • ST. LOUIS 7, MISSOURI

SOUTHERN HARDWARE for OCTOBER, 1953

"That's the blade I want"

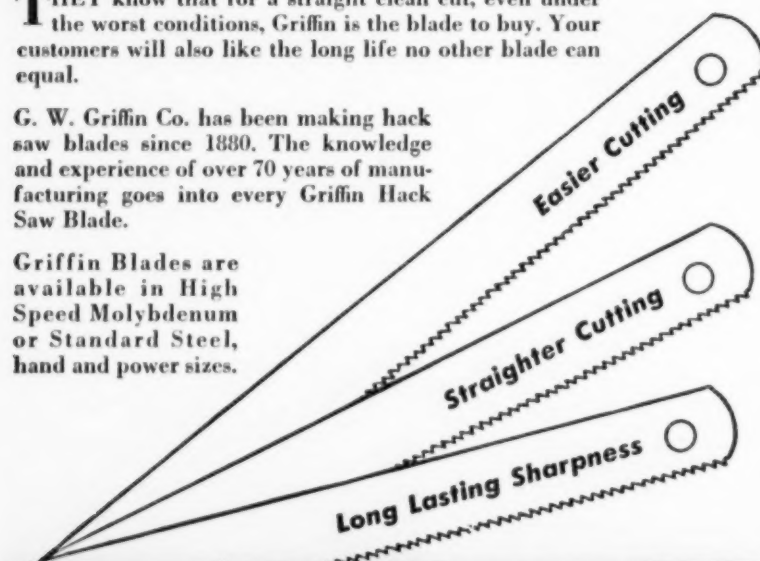


People who know quality ask for Griffin Hack Saw Blades

THEY know that for a straight clean cut, even under the worst conditions, Griffin is the blade to buy. Your customers will also like the long life no other blade can equal.

G. W. Griffin Co. has been making hack saw blades since 1880. The knowledge and experience of over 70 years of manufacturing goes into every Griffin Hack Saw Blade.

Griffin Blades are available in High Speed Molybdenum or Standard Steel, hand and power sizes.



G. W. GRIFFIN CO.

Franklin, New Hampshire

Sales Agents

JOHN H. GRAHAM & CO., INC.

105 Duane Street, New York 8, N. Y.

BUSINESS TRENDS

(Continued from page 34)

vides a continuing strong base for retail sales. Employment in July totaled 63.1 million, about the same as the record in June and 500,000 more than in July, 1952. A small drop in agricultural employment was matched by a gain in non-agricultural employment. However, with somewhat fewer people seeking jobs, unemployment, at 1.5 million, was down slightly from June, and the lowest for any July since World War II.

Consumer Credit Hits Record Peak

CONSUMER credit has proved to be an effective sales builder during the year, though the volume of credit on the nation's books have caused concern among some economists.

At the end of June consumer credit outstanding totaled more than 27 billion dollars, a new record, about 1.4 billion higher than at the end of the first quarter and 4.6 billion above a year earlier. Most of the increase was in installment credit granted for the sale of automobiles.

Credit expansion slowed in July however, the increase amounting to 365 million, considerably less than the monthly increase a year ago.

As pointed out in some quarters, the consumer already has borrowed so much that he has limited his ability to go further into debt. In many instances this will mean the postponement of major purchases.

High-Level Construction Activity Reported

CONSTRUCTION activity was at a record rate in the first six months of 1953, about eight percent above a year earlier, and it continued high in July. However, the seasonally adjusted rate of private residential housing starts in July was about 18 percent below the recent February peak. Construction of industrial plants and facilities continued high in the first seven months of this year, but totaled slightly below the record outlays of last year.



BRIDGEPORT,

Remington Dealer Letter



CONN.

Boom Your Hunting Business With These Free Sales Helps



**Check twice and you're set
for the rest of the year**



It's still a long time till Christmas... or is it? Now, while you're thinking of it, check the coupon again and you'll be sure of receiving a free assortment of holiday-bright gift wrappers and box toppers for Remington ammunition... all in plenty of time for your yuletide promotion.

And the best part of it is that you won't have to give it another thought until you get ready to decorate... you'll already have everything you need to reach the early Christmas shoppers. Do it now!

COUPON BRINGS "OPEN SEASON" CHART; COLORFUL WINDOW CARDS

Here's free help to tie in your store with the big national advertising campaign Remington will run on ammunition this fall!

The new Remington ammunition cards are beautifully lithographed in bright colors; measure 20" x 23½" (centerfire) and 22" x 23¾" (shotshell). They're eye-catching reminders that *your* store is a good place to make those repeat-item purchases of Remington ammunition.

And to help make your store even more of a sportsmen's headquarters, there's a blank chart to let you give local hunters the information they're most interested in—the dates when seasons open for local game. Just fill in the dates and post in a prominent place... say, in your window or in the vicinity of your ammunition counter.

CLIP AND MAIL TODAY!

Remington Arms Company, Inc., Sales Promotion Div.,
Dept. S.H.10, Bridgeport 2, Conn.

☐

Yes, I'd like the free Remington ammunition cards and the "Open Season" chart.

☐

Please send me free Christmas box toppers and wrappers for Remington ammunition.

Name _____

Street _____

City _____

State _____

NEW

PRODUCTS

AND SALES PROMOTION MATERIAL

Fiber Glass Tackle Box

A light-weight, one-piece seamless fiber glass tackle box is being offered the fishing trade. Designated by manufacturers as water-proof and sand-tight, it has rounded corners and automatic latches which lock when the lid is closed to prevent accidental spilling.

Opened, the box is a stable platform providing easy access to the removable full-length trays with adjustable dividers and to the reel compartment. Hardware used is solid brass with chromium plate, and makers claim the box will not rust or otherwise deteriorate. Retail price suggested is \$12.50 and dimensions are 16" x 1 1/2" x 7". Total weight of the unit is 2 1/2 lbs.



Ocean City Mfg. Co.
Fiber Glass Division
Philadelphia, Pa.

Revolving Barbecue

A recently-introduced revolving barbecue called the Whirl-A-Gig is designed to fit any electric broiler-rotisserie, according to the Rival Mfg. Co., manufacturers of the device.

The Whirl-A-Gig, instead of using a single spit for ham, roasts or fowl, has six skewers for broiling table-sized portions of any variety of meat, vegetable or fruit.

The Whirl-A-Gig, Model 1635, retails for \$5.95 complete. Gift packed in an attractive foil carton, it is available to appliance, housewares, and department stores.

Rival Mfg. Co.
Kansas City, Mo.

for **FEATURES** you want ...
at a **PRICE** you want ...
SEE Flite-Master... COMPARE Flite-Master
... and you'll **BUY Flite-Master**

Flite-Master PRODUCTS -

PLAYTIME TABLES
TEETEROUNDS
SANDBOXES
GYM SETS
SLIDES



Flite-Master SUPER DELUXE FD 51-SRNT-2

Flite-Master
PRODUCTS
America's best
by test

Sold exclusively through Jobbers • Write for Free Colorful Catalog

CONSOLIDATED METAL PRODUCTS COMPANY • CINCINNATI 2, OHIO

WHAT'S BOOSTING BOKER TREE BRAND?

1. DEPENDABLE QUALITY
2. GENEROUS MARKUPS
3. REASONABLE RETAIL PRICES
4. STRONG NATIONAL ADVERTISING

Four profit-packed reasons why you should stock up on BOKER Tree Brand Cutlery immediately: Quality, markup, and retail pricing that work to your advantage PLUS National Advertising in the Saturday Evening Post, that brings them in asking for BOKER Tree Brand.

WHAT A COMBINATION FOR PROFITS!



POULTRY SHEARS

Full mirror polished stainless steel; no-slip knurled handles. Cuts bones and meat with equal ease. Fast-moving gift item.



**EASY
PINKING SHEARS**

Removable hollow-ground precision steel blades, Duraluminum handles. Lightweight, comfort-designed; sell the moment customers pick them up.



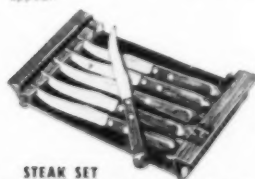
**3-PIECE
SCISSOR SET**

7" light trimmers, 5" sewing scissors, 3 1/2" embroidery scissors, all three pieces nickelplated. Handsome genuine leather case. Great "woman appeal."



POCKET KNIVES

Sell them once and you'll never carry another brand! Fine steel and fine looks in patterns to suit every taste.



STEAK SET

Hollow-ground blades of stainless steel. Pakkwood handles; serrated cutting edge. Women buy them on sight.

A
The Saturday Evening
POST
Recognized
Value



Ask your jobber to show you the
BOKER TREE BRAND LINE
Catalogs Available on Request

H. BOKER & CO., INC.

ESTABLISHED 1837

101 Duane Street

New York 7, N. Y.

Volume Sales
for You!

HANDY-HOOK

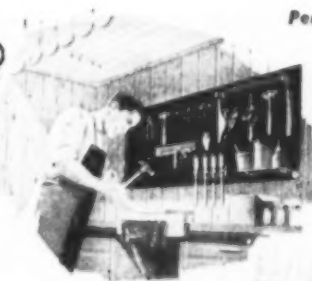
Hanging Fixtures

Versatile, inexpensive wall hangers
in a choice of over 200 styles!

Here's your chance to supply an urgent need in every home, office, workshop and garage! With more than 200 different types of Handy-Hook Fixtures, there is a fixture for every item in every room in every house. **THE HOTTEST ITEM THIS YEAR!**

Perfect storage for

All tools
Garden implements
Auto equipment



Save hats from crushing
Take shoes off the floor
Increase closet space!

The only really flexible
system of universal Hang-
ing Fixtures.



Ask your jobber or write for full information today or
Phone WALnut 1-5381, Detroit, Michigan.

Modern Displays Inc.

6875 MILLER AVENUE • DETROIT 11, MICHIGAN

display these
OXCO
brushes

featured in...



OCTOBER

OXCO
BRUSHES

Twinkle



PLASTIC-BRISTLED SCRUB

The modern scrub demanded by modern housewives.
Sells faster because it cleans faster. Retail at 49c each.
DISPLAY-BOXED, by the dozen, in all
white, or assorted red, green, blue,
yellow and white plastic bristles.

OXCO
BRUSHES

KLEEN-IT



NOVEMBER

Handiest brush in every kitchen.
Combination scrubbing and scouring brush
with stiff Tampico and wire filling. Retail at
49c each. DISPLAY-BOXED—by the dozen,
in colorful cartons.

Order yours

Now —

Phone your Jobber

OXCO
BRUSHES

OX FIBRE BRUSH COMPANY, INC.
FREDERICK, ESTABLISHED 1884 MARYLAND

Emergency V-Belt Kit

Designed to quickly and easily replace broken V-Belts without dismantling machinery, the new Zipon emergency V-belt-kit contains a carefully planned footage of detachable V link belting, a simplified tool for attaching, and a folder of instructions. With the four kits of various size belting, all FHP and most all multiple V-belts may be replaced.



The compact Zipon kits provide on-the-spot insurance against machinery breakdown on the farm, in the factory or home, according to the makers.

Brammer Corp.
684 Broadway
New York 12, N. Y.

Pine Molding Strips

An accessory item for related sales, the new R-V-Lite Ponderosa Pine Molding Strips are said to be ideal for economical installations of the plastic glazing in sun porches, patios, storm



doors and windows and for other home, farm, store and office use. Of top grade Ponderosa pine, they are made with flat top and rounded corners, smoothly finished. Each strip is $\frac{5}{8}$ " x $\frac{1}{4}$ " x 36".

The low-priced strips are packed in cartons which serve as attractive display units, holding 250 strips of three feet each (750 feet).

Arvey Corporation
3462 N. Kimball Avenue
Chicago 18, Ill.

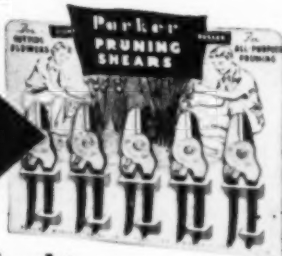
SHE
wants
one

HE
wants
one



JP-1 Pruning
Shear. Ex-
tremely light.
4 oz., 6 1/2"
long

Sell
Double the
Number of
Parker
Pruning
Shears...with this
NEW DISPLAY



SHE likes it to cut flowers because it's so light, so easy to handle. HE likes it for pruning — also because it's so light yet rugged enough to stand tough cutting. They both know the cutlery steel blade for what it is — a blade that stays sharp. The satin finish with enameled handle and the handy thumb lock rank high, too.

You have a full measure of value and quality to sell in these other Parker Garden tools.

Big Brother
Pruning Shears
9 oz., 8 1/2" long
SP-2



Long Handled
Lopping Shear
for heavy brush
28 1/2" long
P-50



Hardened Steel
Grass Shears
Easy Cutting
G-2



Tree Pruner
for tree trimming
and shaping
98" long
P-60



Manufacturers of World-Famous Trojan Saw Blades and Frames

Buy the **Parker** Line

PARKER MANUFACTURING CO.
WORCESTER 1, MASS., U. S. A.

SOUTHERN HARDWARE for OCTOBER, 1953

the **COMPLETE
eversharp LINE**

IS BACKED BY
25,000,000 Ads
IN 7 MAJOR
MAGAZINES

18"
2 cycle 1.6 H.P. with
AUTOMATIC RECOIL STARTER

List price

\$79.95



MODEL 95
21" CUT

... and a
"DISCOUNT DEMONSTRATOR"
PLAN that builds sales and
maintains profits!

Everybody talks about demonstrations but Eversharp does something about it for you! Its a brand new plan that finds your prospects — lets you make sure-selling demonstrations — and still get your full profit on a "used" demonstrator model. Get the complete, profitable facts now!

The Eversharp line includes:

ROTARY MOWERS: 18 and 21-inch — gasoline and electric, also self propelled.

REEL TYPE MOWERS: 18 and 21-inch — gasoline and electric

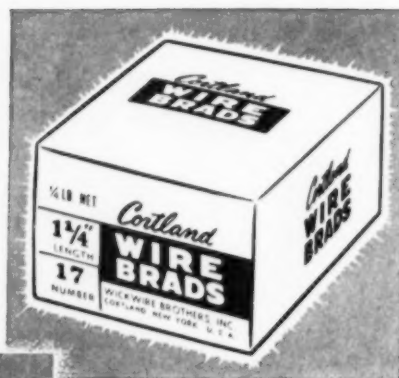
HAND MOWERS: Three 16-inch models.

Write today for full details, to

MIDWEST MOWER CORP.

HANNIBAL, MO.

Smartly Packaged



to help you
**MAKE
SALES**

Cortland BRAND WIRE NAILS & BRADS

Count on making more sales when you display Cortland Brand Nails and Brads prominently in your store!

Because these wire nails and brads come in handy, eye-catching packages that cause shoppers to buy on impulse.



Set up a counter display . . . and see how steadily
they sell the whole year 'round

Cortland Brand Nails and Brads are packed in green packages for nails, yellow packages for brads . . . with both clearly marked for weight, size and gauge. A complete stock of sizes—in 1/4 lb., 1/2 lb., 1 lb. and 2 lb. packages—actually requires only a minimum of space.

Cortland Brand Nails and Brads are tough and accurately manufactured. They feature true-formed heads, clean-cut barbs, sharp points and uniform finish. Let Wickwire's smart-looking package help you make more sales . . . specify Cortland Brand Nails and Brads when you order from your jobber.

Send for
NEW SALES KIT

Send for Wickwire's free sales kit, containing streamers and newspaper mats to identify your store as Nail and Brad Headquarters! Kit also includes Poultry Netting, Wire Screening mats, streamers, folders.

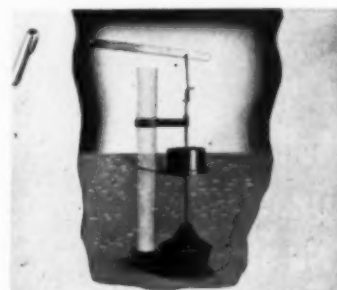


- WIRE SCREENING
- HARDWARE CLOTH
- WIRE NETTING

WICKWIRE BROTHERS, INC., CORTLAND, N.Y.

Control Device

"Half-Flush" Toilet Control is a tested device designed to save 500 to 600 gallons of water per person per month (over 2,000 gallons for a family of 4). Installable in any toilet tank by the home-owner, it regulates the volume of water used each time the handle is tripped. Manufacturers claim that it relieves sewage disposal problems in septic tanks and cess-pools, saves operating cost of home water systems, reduces "sweating from condensation, accurately seats ball thus relieving noise or leaks, and is a money saver for hotels, apartments, motels, service stations, homes, etc."



All parts are made of brass, copper and plastic. Simple instructions are enclosed. Price: \$2.95 with full money back guarantee, packaged in 1/2 dozen and dozen "display" cartons.

The company is represented by H. A. Varner and Associates, 8305 Western Drive, Houston 24, Texas, in the states of Texas, Oklahoma, Arkansas and Louisiana.

Mill-Hall Co.
625 Cascade Bldg.
Portland, Ore.

Closet Tank Seal

Said to be the first basic improvement in closet tank operation in 39 years, the new Lavelle Korky Closet Tank Seal features what is claimed as an entirely new principle of design which requires no guide arm or lift wires to raise or lower it for proper flushing.

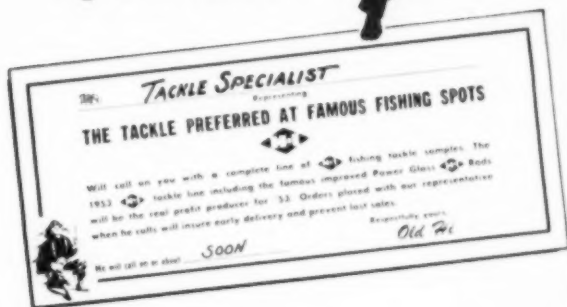
The beaded chain which connects the lid section with the operating lever extension, lifts, doesn't guide the seal. Korky finds its own seat—with three lbs. water pressure exerted—to assure an absolute seal automatically with every flush. An anchor which fits around the base of the overflow pipe locks the seal permanently into position.

Advantages claimed for the new type seal are: No danger of a mis-aligned guide arm and lift wires to cause faulty seating; seats on lid sec-

Old Hi Says



Watch
For
Your
Tackle
Specialist



Your H-I salesman—Mr. Tackle Specialist—is coming your way. He'll show you the largest, fastest selling, most profit-packed line of fishing tackle on the market today—the H-I line for 1954. It's the finest, largest line of tackle we've ever offered—pre-sold by the industry's hardest-hitting, most consistent national advertising program. Next year will be the biggest tackle selling season in history. Get ready to cash in with H-I—the tackle line that's preferred at both famous fishing and active buying spots! The first step is to see your H-I tackle specialist. Plan to spend plenty of time with him . . . it will be worth your while.

DEPT. 6



**HORROCKS
IBBOTSON**
UTICA, N.Y.

Manufacturers of the Largest Line of Fishing Tackle in the World

SOUTHERN HARDWARE for OCTOBER, 1953

Here's a better
"IMPULSE ITEM"
Priced for fast
turnover...



NEW Golden Rod PISTOL OILER

The perfect Pistol Oiler for
Home, Shop, Garage and Service Station

The newest member of the famous family of Golden Rod Oilers! Precision engineered pump and smoothest action to deliver a single drop of oil—or a stream! "Lipped" spout tip for easy opening of oil cups. Flared container of polished aluminum for best appearance and stability; fits the hand!

Top cap and spout in Golden Rod yellow baked enamel. Rigid or flexible spout styles for every oiling need. Sold only in "QUICKSALE" Displays—six oilers of a kind per display.



#600—5" Rigid Spout; 5-oz. Capacity.
6 Oilers per display; Shpg. wt., 2 3/4 lbs.
6 Displays per carton; Shpg. wt., 17 lbs.



#606—6" Flexible Spout; 5-oz. Capacity.
6 Oilers per display; Shpg. wt., 2 3/4 lbs.
6 Displays per carton; Shpg. wt., 17 lbs.

New "QUICKSALE" Displays

Colorful, two-sided displays "sell on sight" and occupy only 4"x12" space on counter top; give full view of Pistol Oilers—easy removal.

Buy one display rigid spout and one flexible then interchange oilers for complete assortment!



ORDER FROM YOUR LOCAL JOBBER

DUTTON-LAINSON CO.

Dept. 0-1 HASTINGS, NEBR., U.S.A. Since 1886

SELL

TAYLOR MADE CHAIN

on the **TM** display stand

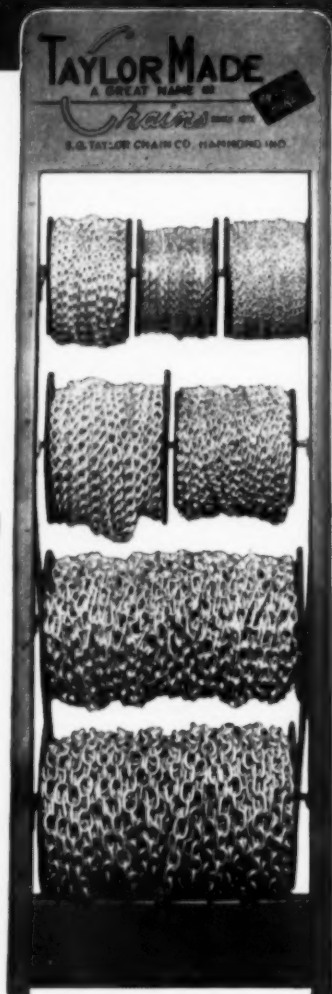
for Fast, Self-selection

Quick, easy
Sales & Profits!

The Taylor Made Chain Display Stand puts the chain out in front of your customers where they can see it... select it... buy it! Gives you a complete weldless chain department in less than one and a half square feet of floor space. Dealers everywhere are putting this chain merchandiser to work for them—watching it roll off nice sales and handsome profits.

Ruggedly constructed of heavy gauge steel! It holds up to eight reels. Size: 51" high, 16" deep, 16" wide. Your choice of four chain assortments. See your local jobber or send coupon below!

S. G. TAYLOR CHAIN CO.
Hammond, Indiana



Coupon brings free
weldless chain catalog



S. G. Taylor Chain Company
Department 5H, Hammond, Indiana
Rush Free Copy of Catalog No. 100 giving
facts and specifications on Chain Display Stand,
plus all types of Taylor Made Weldless Sash
and Bright Chain.

Name _____
Address _____
City _____ State _____

tion only, assuring a positive seat; easy finger-touch operation; no drip, no gurgle, no noisy "plop;" positive full-flush; fits all standard closet

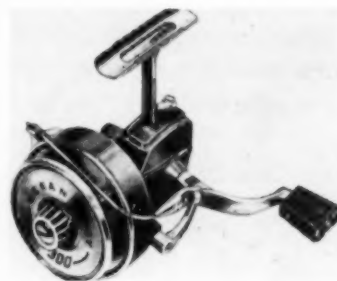


tank flush valves; quickly, easily installed; trouble free performance for life.

Lavelle Rubber Co.
424 North Wood Street
Chicago, Ill.

Improved Spinning Reel

The new Ocean City No. 300 Spinning Reel features a streamlined frame and spool cup made of die-cast aluminum; a reel stand engineered for maximum rigidity and non-slip positioning of the rod handle, and an easily changeable spool of open type construction designed for minimum friction and longer casts.



Retail price of the reel is \$19.95.
Extra spools available at \$1.50 each.

Ocean City Mfg. Co.
Philadelphia, Penn.



MINNOW BREATHERS

ASSURE
LONG LIFE
FOR ALL TYPES
OF LIVE
BAIT



No. 20

Full 20 quarts.
Plated frame and
lifting handle. Fin-
est quality sulphite
insert to insure longer
life and better breath-
ing. Masonite lid with
lifting handle.



No. 2

2-quart capacity.
Sturdy wire frame.
Keeps bait alive indefinitely.
Masonite lid with lifting handle.

No. 250

Open frame construc-
tion assures longer
life for all type of
bait. Cap and hinged
lid held by plated
frame. Insert of the
finest laminated sul-
phite. All parts are
replaceable.



FRABILL Manufacturing Co.

234 W. Florida St., Milwaukee 5, Wis.

Announcing FORGED IRON HARDWARE ... by NATIONAL LOCK



display no. 70

This new 18-piece line of fast-selling
forged iron cabinet hardware for use on
both natural wood and painted surfaces.
Offered in Dead Black, Old Copper and
Swedish Iron Finishes. Natural 11 x 16"
display board is FREE. Order No. 70
display and stock from your wholesaler.

Buy it from your wholesaler

distinctive hardware ...
all from 1 source



NATIONAL LOCK COMPANY



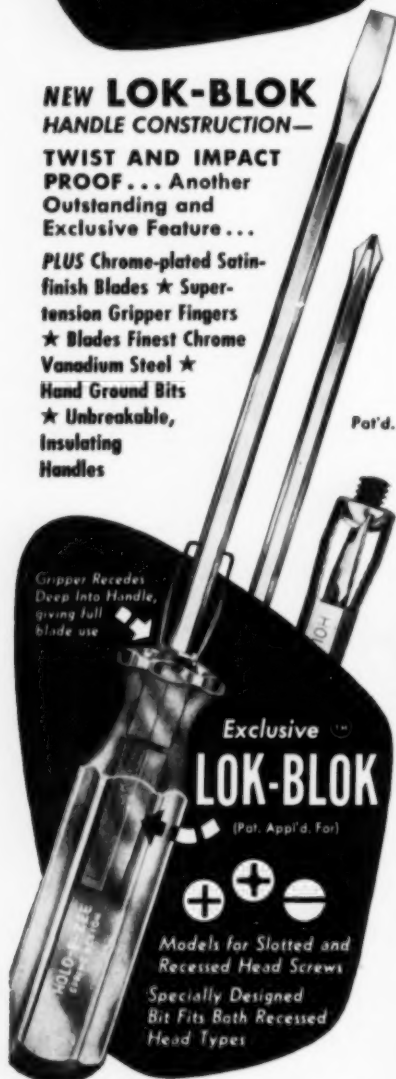
ROCKFORD, ILLINOIS • MERCHANT SALES DIVISION



NEW LOK-BLOK HANDLE CONSTRUCTION—

**TWIST AND IMPACT
PROOF... Another
Outstanding and
Exclusive Feature...**

PLUS Chrome-plated Satin-
finish Blades ★ Super-
tension Gripper Fingers
★ Blades Finest Chrome
Vanadium Steel ★
Hard Ground Bits
★ Unbreakable,
Insulating
Handles



HOLD-E-ZEE®

The Original
**Automatic Grip
SCREWDRIVERS**

ORDER THRU YOUR JOBBER

UPSON BROS., INC., Rochester 14, N. Y.

Level Merchandiser

A display called Mayes' No. 40 "Mag-Alum" Merchandiser is now available for the promotion of level sales. The colorful display contains four best-sellers (one each 24", 28" Magnesium and 24", 28" Aluminum Levels).

Packed one unit to a shipping carton, the display is ready to hang. The merchandiser carton is free, to be discarded when empty or soiled.

Mayes Bros. Tool Mfg. Co.
Port Austin, Mich.



makers for surf fishing as well as duck hunting.

All Seal Dri waders are equipped with a quick repair kit for punctures which might occur in the field.

Seal Dri Sportswear Co.
Rockford, Illinois

Boot Foot Wader

An all-plastic boot-foot wader called the "Rocky Ford" has been developed for use in salt water, rocky streams or sandy bottoms. According to the manufacturers, the tops are of tough, low temperature, 20 gauge Krene made by Bakelite and the boot foot is molded of long-wearing Plastisol which will not crack or peel. The waders are not affected by heat or cold, are comfortable and extra strong, and are recommended by the

Postage Desk Scale

A one pound capacity desk scale has been added to the postal scale line manufactured by Hanson Scale Co. The case is made of Lustron

... IN SALES ... IN SATISFACTION

STEEL makes the difference!

● **DEALER SALES:** National advertising is pre-selling prospective buyers on the superior quality of Swedish Charcoal Steel. That means ready customer acceptance for "Shark Brand" Chisels... fast turnover, more sales. Cash in on this national advertising; feature "Shark Brand" Chisels... show these distinctive tools in windows, counters and promotions. It's a sure sales builder!

● **CUSTOMER SATISFACTION:** We're telling your customers how Swedish Charcoal Steel actually takes and holds a razor sharp paring edge *three times longer* than ordinary steel. How "Shark Brand" Chisels cut the toughest wood faster, easier, with less hand-tiring "push." Two-thirds of the blade hardened and tempered to keep original keenness after years of honing. No finer tools made! **Write for information on the new, FREE Shark Brand point of purchase display.**

LIFE
POPULAR MECHANICS
MECHANIX ILLUSTRATED

**NATIONALLY
ADVERTISED**

Sandvik Saw & Tool
Division of Sandvik Steel, Inc.
47 WARREN ST. NEW YORK 7, N. Y.

look at this
EVANS packaging



25-50-75-100 ft. LONG

the biggest SELF-SELLING
EXTRAS
ever offered

Every single tape packed in an ir-
resistible crystal-clear plastic utili-
ty case! PLUS—rich metal-edge
carton that is a display in itself!
And in each "White-Tape"—more
quality extras than in any tape at
any price! Yet Evans "White-
Tapes" still start at a sensible
\$3.49 list price.



EVANS Pocket "WHITE-TAPES" 12 ft. L-O-N-G
6, 8, 10 and NOW *Exclusively*

Another outstanding EVANS EXTRA! Each EVANS
Pocket "White-Tape" in clear Tenite utility case.
1-dozen assortment carton becomes a counter display.
Inside... a special display for one each 6, 8, and 10 ft.
tapes, and three extra display cards for individual tapes.

Evans & CO.

© 1953

410-416 TRUMBULL ST., ELIZABETH, N. J.

SOUTHERN HARDWARE for OCTOBER, 1953

D & M Gives you
Plus Sales this
Christmas



If you haven't received a copy, ask your D & M
wholesale distributor for this colorful illustrated
folder. It's packed with D & M sports equip-
ment for you to feature at Christmastime.

*The Lucky
Dog Kind!*
DRAPER-MAYNARD
MADE IN U.S.A.
SPORTS EQUIPMENT


THE DRAPER-MAYNARD CO., Cincinnati 32, Ohio

the gem of home workshops



Mall

POWER TOOLS
sparkle with

BUY 

APPEAL

Place a MALL tool next to any other portable electric tool on the market.

You'll see how the MALL stands out in rugged good looks and smooth, streamlined design. And aside from outstanding appearance, MALL tools are also tops in

performance. That's why MALL is the favorite brand of men who make their living with tools. As a dealer, you can **MAKE MORE MONEY with MALL** because MALL tools are sold **factory-to-you!** Get all the facts by mailing this coupon right now.

40 Factory-Owned Service Warehouses, Coast-to-Coast, To Give You Fast, Dependable Service

MALL TOOL COMPANY

7714 S. Chicago Ave., Chicago 19, Ill.

Show me how I can **MAKE MORE MONEY** by becoming an authorized MALL Dealer.

Name _____

Company _____

Address _____

HT-40



plastic, while the mechanism is suspended on a steel channel independent of the case. The chart on the platform computes postage for first class, air mail, circulars and merchandise. The overall dimensions: 3¾ inches wide, 1½ inches deep and 4¼ inches high. The manufacturers suggested retail price is \$2.95.

Hanson Scale Co.
Northbrook, Ill.

Odorless Lantern Fuel

The two objections most noted in the use of kerosene in portable and emergency lighting, particularly for indoor use—odor and the storage hazard—have both been overcome, according to manufacturers of the Dietz Odorless Lantern Fuel.

Clean-burning and entirely devoid of any disagreeable odor, the new fuel is packaged in 16 ounce cans with screw-on cap; 24 cans to a case. It is said to present no storage hazard

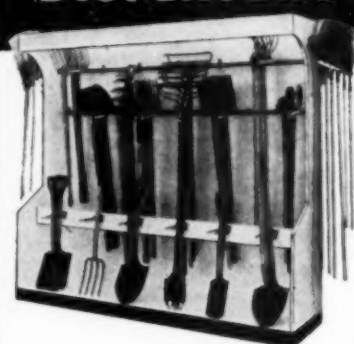


and no evaporation while in stock. The fuel is designed for use in all articles formerly operated by kerosene, including hurricane lamps, porch lights, portable cook stoves, small-boat, galley and carriage lights.

R. E. Dietz Company
Lantern Fuel Division
Syracuse, N. Y.

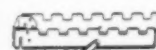
Rack Up More Sales • Rake in More Profits

with **REEVE Shure Sell**
TRADEMARK
GARDEN TOOL DISPLAYERS



The new improved REEVE Shure Sell Garden Tool Displayers are being welcomed by hardware men everywhere as the most practical, economical and sales-producing advancement in garden tool displays in the past 10 years!

Easy to Install . . . Last a Lifetime . . . Steel for Strength . . . Riveted Construction for Durability . . . Dura-shine for Gleaming Beauty!



**SHOVEL
DISPLAYER No. 418**

Holds 6 long handled shovels, spading forks, cultivators, lawn edgers or similar tools.



**RAKE—PITCHFORK
DISPLAYER No. 420**

Holds 8 rakes or pitchforks in a neat step-down row.



HOE DISPLAYER No. 417

Slanted single bar with 8 slots for hoe display.



Flexible, Interchangeable

Items above are slotted for use on steel rails...Or may be screwed direct to wall. Displayer rails supplied as shown.

WOOD CABINETS ARE NOT FURNISHED

"D" HANDLE TOOL DISPLAYER No. 09



Used in pairs these steel brackets provide space saving displays for posthole diggers, forks and other tools best displayed at floor level.

Send now for brochure giving full description.

Descriptive Catalog

Send for it today! Hundreds of new improved items from ticket holders to large display units.



REEVE COMPANY

"Serving America's Retailers since 1913"

P.O. Box 276 • Rivera, Calif.

FIRST AGAIN!

Seal-Dri INTRODUCES the Rocky-Ford BOOT FOOT WADER



Seal-Dri (originators of plastic stocking-foot waders) NOW INTRODUCE the First Boot Foot Wader electronically sealed in one piece, and made of newly developed tough, extra-strong plastic materials. The tops of the Seal-Dri Rocky-Ford waders are made of extra-strong low-temperature 20 gauge Krene, made by Bakelite. The Boot Foot is of specially formulated low-temperature Plastisol which will not crack or peel, and wears for years even when used in rocky streams, salt water, or on sandy bottoms. Other features include (1) Low price. (2) Comfortable. (3) Attached nylon suspenders. (4) Removable Foam-Vinyl innersole. (5) Quick repair kit. (6) Not affected by salt water. Excellent for surf fishing, duck hunting, and wading streams. Write for new catalog page.

MADE OF THE
New
BAKELITE



The Seal-Dri Super 20 Wader, and Utility Suit, and the Red-Buck Hunting Jacket illustrated here are timely fall items. Seal-Dri also makes Parkas, Sports Jackets, Hippers, Air Mattresses and other products.



"Super 20"
Wader



Utility
Suit



Red-Buck Jacket



SEAL-DRI SPORTSWEAR CO.
2812 KILBURN AVE., ROCKFORD, ILL.
SHERBROOKE, QUEBEC, CANADA

Lead With the Leader **Jackson** HOME WHEELBARROWS

Mean **MORE SALES...
BIGGER PROFITS!**



JAX DELUXE
Knocked-down
best-seller!



You're always sure of fast turnover when you stock the Jackson line . . . because your customers are **pre-sold** on Jackson superiority. Yes, customers know the Jackson name is an assurance of dependable quality and performance. They know that the modern design features of Jackson Home and Garden Wheelbarrows are **best**. Result . . . the Jackson line outsells all others. There's your sales and profit proof!



WOOD
GARDEN BARROWS

For lawn, garden or greenhouse use. Made of one-piece exterior waterproof plywood . . . won't warp. Pneumatic or semi-pneumatic tires; also steel wheels.



LAWN ROLLERS

Various types . . . drums made of high quality sheet steel; edges rounded to prevent cutting of sod. Adjustable scrapers of channel steel; sturdy handles.

Jackson



MANUFACTURING COMPANY
HARRISBURG, PENNA.

Oldest and largest wheelbarrow maker in America



Center Cutting Point

3/16" thru 1/2"

No Dead Center Point

Core Type

5/8" thru 2"

FASTER Jet Drills are "speed designed!" The exclusive triple spiral core means triple dust exits... eliminates stalling and binding. Used with any rotary, electric or air drill motor, installation men, repairmen, electricians, plumbers, builders, maintenance men and other craftsmen who work with concrete agree that the JET DRILLS fly faster... with less noise, too!

BETTER Jet tungsten carbide cutters are specially designed and treated to drill straight, clean, deep holes into and thru concrete, masonry, brick, plaster, tile... even thru reinforcing steel imbedded in concrete!

COST LESS Initial purchase! Upkeep! Time Saved! Jet Drills are designed to cost you less all three ways! Anyone can sharpen the new Jet... the tungsten cutters, and exclusive triple spiral "speed design" assure you reduced operating costs on every job!

Silent Salesman Display Stands, Kits, and Cases sell Jet Drills for YOU! Write for prices, dealer help and other details. Let us prove how Jet Drills can earn extra profits for you!

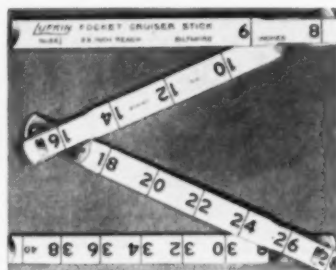
Sold Only Thru Wholesale Hardware FLY WITH JET

JET DRILL COMPANY

P. O. Box X-8 Dana Point, Calif.

Pocket Cruiser Stick

A new-in-design pocket cruiser stick for determining height and diameters of standing trees is made of select hardwood, white enameled with brass locking joints and strike plates, and ends are protected both sides, one side with Biltmore



Scale for determining the diameter of trees 4 1/2 feet above ground, the other side with Merritt Hypsometer Scale to determine height of usable trunk, and with Barton Dendrometer Scales to determine diameters of 12 inches and less at pre-determined heights.

Lufkin Rule Co.
Saginaw, Mich.

Garden Shear Display

A one-piece heavy gauge steel stand permits easy inspection of a new eight-piece display of garden shears. Enameled bright green with yellow lettering, the stand requires only 9" x 18 1/2" counter space, and is furnished free with a selection of 18



garden shears, including hedge shears, pruners and grass shears—all in a single carton. Retail value of shears: \$45.10.

True Temper Corp.
Cleveland 15, Ohio



CLARK BROS. BOLT COMPANY TO COMPLETE A CENTURY OF SERVICE

Nearing the completion of one hundred years in the fastening field, it was at the very beginning that CLARK BROS. knew... while initiative starts a business, the trust of others maintains it, and only constant effort toward further improvement expands it. Since 1854 dependability of product and honesty of policy have provided the CLARK BROS. BOLT COMPANY with a solid foundation upon which to build another century of service to those requiring bolts, nuts, rivets and screws wherever fastening fast with greater security is a must.

CLARK BROS. BOLT CO.

4-0-40

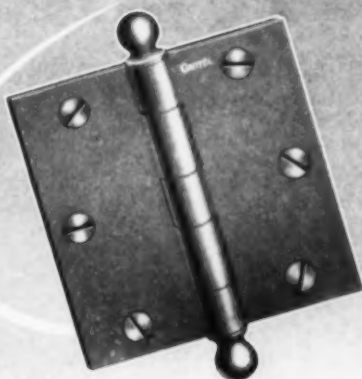
130 Canal Street.
MILDALE, CONN.



Export Dept.:
Suite 513

25 Beaver St., N. Y. 4, N. Y.
Whitehall 4-4392

Sell the best . . .



Sell GRIFFIN

There are no "ifs" or "ands" about selling Griffin products. You can recommend them with complete confidence. The Griffin line of fine builders' hardware has been known for over 50 years as a "quality" line. The finest steel, carefully rolled, finished by expert craftsmen makes Griffin a fast moving line—more sales—more profit for you.

Sell with complete confidence. Sell the Best . . . Sell Griffin.



GRIFFIN



Every DOOR NEEDS THREE
MANUFACTURING COMPANY

ERIE • PENNSYLVANIA
REPRESENTATIVES

WILBUR H. DAVIS
1639 W. Fargo Avenue
Chicago 26, Illinois
GEORGE A. GREGG
17134-6 Wyoming Avenue
Detroit 21, Michigan
AUSTIN & EDDY INC.
115 Broad Street
Boston, Massachusetts

THE B. S. ALDER COMPANY
45 Warren Street
New York 7, N.Y.

CHARLES L. LEWIS
1355 Market Street
San Francisco 3, Calif.
WALTER S. JOHNSON & SONS
917 St. Charles Avenue
Atlanta, Georgia
E. H. FARRAR
6637 Golf Drive
Dallas 5, Texas

R. F. BEYERS
4524 East 60th Street
Seattle, Washington
L. G. FULLER, JR.
644 Wellington Road
Jackson 6, Mississippi
HARVEY D. RUSH & SONS
4638 Nichols Parkway
Kansas City, Missouri

H. C. GLOVER
2611 Garrison Blvd.
Baltimore 16, Maryland
ROY L. ROGERS
1620 Garfield Street
Denver 6, Colorado
W. C. MEIBAUER & CO.
6954 Oleatha Avenue
St. Louis 9, Missouri

Every Home-owner Is A Prospect!
for a Columbiana
CAM-LOCK HYDRANT

- For watering troughs, gardens, lawns, barns, irrigation, etc.
- Cam-Lock handle prevents water wasting. Valve stem operates by direct cam action. No delicate adjustments, no springs. Ordinary screwdriver adjusts packing gland.
- Bronze valve body threaded for 1" pipe. Drain hole tapped for 1/4" fitting.
- Non-corrosive internal valve parts removable without digging. Cup leather treated for long life. Rubber segment valve specially processed to resist water's chemical action.
- Spout threaded for 1" pipe or hose. 3/4" brass reducer available.
- 2, 3, 3 1/2, 4, 5 and 6-ft.-sizes.



MANUFACTURED BY
COLUMBIANA PUMP CO.
COLUMBIANA, OHIO, U. S. A.

CASH IN WITH A RUGGED ROBERT FAST SELLER . . .

Here's a Rugged Robert product that will stand up and take it. This durable broom rake combines five important features to give your customers a he-man rake with good looks.

1. One-piece frame. Rake cannot lose shape.
2. Special patented locked cover plate* that makes it impossible for rake to come apart.
3. Special patented reinforced socket* that gives rake the life of the steel itself.
4. Semi-circular depression* that absolutely locks tines for good.

5. Tines made of finest high carbon steel. Every Rugged Robert broom rake is dated when it comes off production line, and is unconditionally guaranteed for two years.

*No. 2,632,992.

"Serving the Jobber
for 15 Years"



THE BROOM RAKE
THAT OFFERS YOU
BIGGER PROFITS

RUGGED ROBERT BRAND

Wire Products Company

2713 North 24th St., Birmingham, Ala.

Member, American Hardware Manufacturers Association

Bassick

Rubber-Cushion Glides



**SLIDE EASY...
PROTECT FLOORS...**

Furniture moves smoothly, silently. Heavy gauge, flat polished hardened steel base glides over any surface. Rubber cushion absorbs shock and noise. Saves floors and floor coverings.

For nailing to wood legs. Or stem type with sockets for application to furniture legs where casters have been used.

SELL FAST!

Bassick glides move faster because they're nationally advertised, made of highest-quality materials, are easier to sell. New "try-it-yourself" display lets shopper sell himself on Bassick quality. Ask your Bassick distributor salesman for details on how to put this salesmaking new display to work.



THE BASSICK COMPANY
Bridgeport 2, Conn. In
Canada: Belleville, Ont.



MAKING MORE KINDS OF CASTERS... MAKING CASTERS DO MORE

Brand Name Changed

The Union Fork & Hoe Co., Columbus, Ohio, has announced that the 50-year-old "Union" brand name on its complete line of garden, lawn and field cultivating tools has been changed to "Green Thumb." The new line has natural finished ash handles with an identifying green tip, or "Thumb," garden green and gold bronze trim and the added feature of a replacement guarantee prominently displayed on every tool.



The company has also issued a new 68-page catalog in which the dealer is offered his choice of a color-matched selection of Green Thumb lawn, garden and small hand tools, with natural finished handles, and the equivalent patterns in its blue-handled Speedline brand. Small and medium-sized retailers are being advised by the company to concentrate most of their stock in one line with matched finish, indicating that matched sets have proven most popular with buyers.

The Union Fork & Hoe Co.
503 Dublin Ave.
Columbus, Ohio

Tank Brush

Ox Fibre Brush Co. has marketed a new long-handled brush, designed to clean out farm tanks, tank trucks, steel drums and deep vats of all kinds. Called the Oxco tanker, the 10 1/2" long by 6" wide brush-head fits the average pail or bucket, has an all-round scrubbing face to clean out rounded corners and other hard-to-get-at spots.

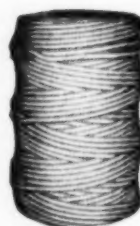
Brush-head is in two pieces, and hardwood block has two handle holes so that both sides of the brush head may be used. The brush is available

Puritan has been my choice for 40 years!



MALLISON WEBBING

Top Puritan quality. Packed in cut bands stitched for immediate use or in 100-ft. rolls.



MAGNOLIA FLOW LINE ROPE

Top Puritan quality. Packed in individual burlap and paper wrapped tubes. Ideal for well rope.

CLOTHESLINE

Here are three proved sales-leaders. Just display them and your customers will do their own selling. Bright colors, easy inspection of contents puts Puritan products out front in every market.



Puritan
CORDAGE MILLS
(MANUFACTURERS)

LOUISVILLE, KY.

ATHENS, GA.

FOR ALL TYPES OF SPRAYING
Insecticides • Fungicides • Weed Killers, etc.

INSECT-O-GUN

- 3 GALLON CAPACITY with pint mason jar furnished
- 6 GALLON CAPACITY when customer replaces with quart mason jar
- Exclusive Bradson water control valve, held on or off both hydraulically and mechanically
- Metal head coated green, individually display boxed
- Deluxe pistol grip model, packed 3 per dealer case

Retail **\$5.95**

GARD-N-GUN

- 1 1/2 GALLON CAPACITY
- Half-pint jar furnished is home replaceable
- Has exclusive Bradson water control valve which need not be held on or off by person spraying
- Metal head coated blue, packed 6 per dealer case in display boxes of 3 sprayers each.

Retail **\$2.95**

BUG-GUN

- 1 1/2 GALLON CAPACITY
- No moving parts, one finger control
- Gaskets are standard hose washers
- Enables you to offer a hose-end sprayer at a price competitive with one or two quart hand-pump sprayers
- Packed 12 per dealer case

Retail **\$1.95**

FOR VOLUME APPLICATION
Fertilizers • Lawn Treatments, etc.

GRO-GUN

- 20 GALLON CAPACITY with quart mason jar furnished
- 40 GALLON CAPACITY when customer replaces with 1/2-gallon mason jar
- Sprays any plant food, lawn treatment, insecticide, etc., that you mix with water to apply... without clogging
- No moving parts, sprays plain water except when tiny control hole is covered with finger
- Spray materials won't corrode it
- Many uses, tree spraying, even car washing
- Metal head coated bright red, 6 per dealer case

Retail **\$2.95**

WOW

Go on the
MORE-Path!

feature

BRADSON Garden Sprayers

MORE Saleable Features • MORE Advertising
MORE Sales Helps

Spray the easy way... go on garden hose...
water pressure does the work!

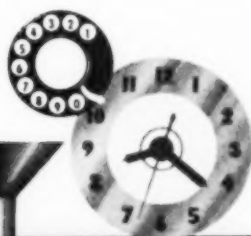
Sales Helps That Really Help!

Counter display cards that sell both Bradson sprayers and any spray materials you wish. Indoor and outdoor demonstration units that have always INCREASED SPRAYER SALES THREE TIMES OR MORE. Ad mats. Leaflets. Ask your jobber, or write for more details.

Order from your jobber, and feature this full profit line!

THE BRADSON COMPANY, INC.

10903 Chandler Blvd.
North Hollywood, Calif.



How soon is prompt?

In the shipment of Southern Wood Screws it may be five minutes!

Southern ships from stock of six hundred million wood screws in widest range of sizes and finishes—Phillips and Slotted, round, flat, and oval.

For information and free color label chart, write Box 68-S

SOUTHERN SCREW COMPANY

STATESVILLE, N. C. MANUFACTURER OF WOOD SCREWS

Factory Warehouses:

North Bergen, N. J.

Chicago 10, Ill.

Los Angeles 21, Calif.

SOLD THROUGH LEADING WHOLESALE DISTRIBUTORS

NEW IMPROVED Minute Man GUN BLUE ONE APPLICATION

DEALERS!

Minute Man Offers You:

1. A complete blueing kit to sell for only \$1.00—nationally advertised to stimulate sales for you.
2. A gun blue used and recommended by leading gun editors and sportsmen.
3. A compact, colorful counter display holding 12-two ounce bottles. It sells itself.
4. A name that sportsmen have relied on for 32 years.



"Order from Your Jobber Now"

"Guaranteed in every way" Money Back, if not Satisfied.

Approved By National Sportsmen's Research Institute.

Write For Free Descriptive Folder.

New Method Mfg. Co.

Bradford, Pa.

SH-82

CHENEY

nail holding hammers



Order the new Cheney Sales Maker Deal—now. It will boost your hammer sales.

Ask your Jobber

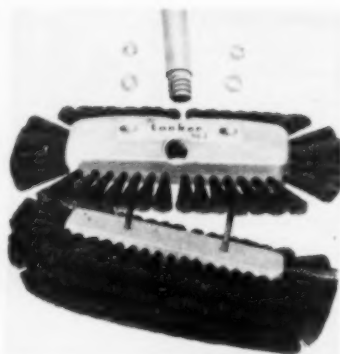
- 8 No. 938 hammers 16 oz.
- 2 No. 937 hammers 20 oz.
- 2 No. 944 hammers 18 oz.
- 1 No. 938 hammer, 16 oz., for use with display—at half price.
- 1 Sales Maker demonstrator and sign—free.

Hammers supplied in either bell or octagon face.

Bonus: The New Cheney Nail Chart with each order.

SOLE REPRESENTATIVES
JOHN H. GRAHAM & CO., INC.
New York, N. Y.
SANTFORD BRUS
Chattanooga, Tenn.

ESTAB. 1924
HENRY CHENEY HAMMER CORP.
LITTLE FALLS, N. Y., U. S. A.



in three different filling materials to provide for scrubbing away all types of dirt. The No. 1 tanker is filled with long-wearing, stiff-crimped black nylon; No. 2 with genuine palmetto fibre; and No. 3 with a Union mixture of palmyra, bassine and tampico.

Ox Fibre Brush Co.
Frederick, Md.

Lock Display

Yale and Towne retail merchandising display for new Yale Fairfield Design tubular locks features a pair of revolving wooden panels. Shown is the brass line of Fairfield tubulars, including entrance door lockset and handle, on left, and patio, passage, bedroom, and bathroom sets, on right. By swiveling the panels, customers can see equivalent locksets and handles in anodized aluminum finishes.



A handle behind the horizontal placard at the top of the frame provides easy carrying.

Yale & Towne Mfg. Co.
Chrysler Bldg.
New York 17, N. Y.

GET SET for another good freezer year



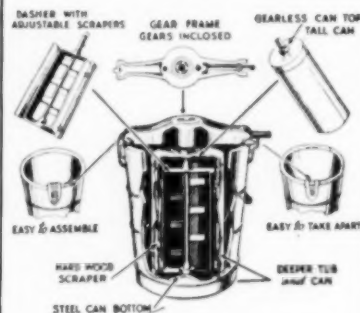
Order today! PEERLESS Super Value FREEZERS

Biggest freezer value on the market today. Famous triple-action freezing for smooth textured, delicious ice cream. Smooth running—fast action—totally enclosed gears. A quality freezer built to give long, continuous, good service.

Ask about special cutaway can cover for demonstrating action of freezer, a proven sales aid for stepping up floor sales.

Household sizes, 2 to 10 Qts.
Hotel sizes, 12, 15 and 20 Qts.

Note these PEERLESS FEATURES:



The PEERLESS FREEZER Co.
WINCHENDON, MASS.

Continuous demand for Stanley continuous hinges

for tables, desks,
chests,
boat lockers,
sewing cabinets



Get this **FREE DISPLAY** with purchase of 311 1/4 Hinge Assortment . . . customers see hinge operation and actual finishes. It's a big sales advantage. Ask your wholesaler.

The Stanley Works,
New Britain, Conn.



Reg. U.S. Pat. Off.
HARDWARE • TOOLS • ELECTRIC TOOLS
STEEL STRAPPING • STEEL

New Fly Line

A new dry fly line, featuring sealed-in air bubbles in the coating has been introduced by the B. F. Gladding Co.

The new line, called "Aerofloat" is claimed by the company to be the answer to the dry fly fisherman's long desire for a line that will both float and cast.

Working with research chemists, a method of controlling the size, shape and position of air bubbles injected into the coating of a fly line was perfected, the bubbles acting as water-tight bulkheads to promote the line's high floating qualities. The process permits the use of a tough, heavy coating that has more body for better casting, and at the same time retains the essential advantage of buoyancy, the manufacturer states.

"Aerofloat" will retail in lever sizes from \$2.00 for size H to \$3.45 for size B. All double tapers and tadpole tapers retail for \$11 per taper. Colors are mahogany and water green. The line will be packaged in a re-usable plastic box with sliding cover.

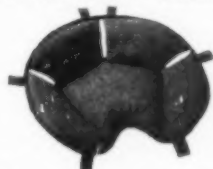
B. F. Gladding Co.
South Otselic, N. Y.

Tapatco HORSE COLLAR PADS



For every work horse and mule.
"The pad with the rust-proof red hooks"

Tapatco TRACTOR SEAT CUSHIONS



For every tractor and farm implement seat.

See your jobber or write us.

THE AMERICAN PAD & TEXTILE CO.
Greenfield, Ohio

MAKERS OF FAMOUS TA-PAT-CO
HORSE COLLAR PADS SINCE 1881

SELL THE FINEST

SEYMOUR SMITH Snap-Lock

PLIER-WRENCH
DE LUXE



No. 2610-10"
No. 2607-7"

3

**exclusive
advantages**

- **SWIVEL JAW**
Adapts itself to the shape of the piece held—and assures firmer, more secure grip.
- **JAW SIZE INDICATOR**
Saves time. You preset jaws to approximate size of object to be gripped.
- **LOCK RELEASE**
No struggling to loosen from the work. With one finger you instantly release its one-ton vise-like bite.

also

UTILITY PATTERN Snap-Lock



No. 610-10"
No. 607-7"

Same locking principle, same rugged construction as Snap-Lock de luxe, but without special features above

FREE SALES AIDS

Attractive counter display card
Compact, colorful display box
New envelope stuffer
Newspaper mats

Write "SNAP-LOCK" on your want book.

Your Seymour Smith distributor
has full information

SEYMOUR SMITH

Seymour Smith & Son, Inc., 24010 Main St.,
Oakville, Conn.

Sales Representative:

John H. Graham & Co., Inc., 105 Duane St., N. Y. 8, N. Y.

for a BETTER SHOT
at BIGGER PROFITS
sell
**Victor
Decoys**
... the only complete line of
nationally advertised decoys

**Victor
Veri-Life**



Molded fiber. Waterproof. Natural colors. Movable heads that can be fixed in permanent positions. Nine species.

**Victor
Majestic
Standard**



Adjustable, all-position head. Plastic. Internally weighted. Shot holes easily repaired. Six species.

**Victor
Majestic
Oversize**



Deluxe model. Tenite plastic. Will not shatter or peel. Molded eyes, rich colors. All-position head. Internally weighted. Six species.

Victor Wood



Oversize. Made from selected wood. Natural colors, realistic glass eyes. Nine species.

Victor Goose



Full-size, molded fiber. Upright and feeding heads. Field decoy, convertible for water use. Glass eyes. Nests for shipping. Three species.



Victor Great Horned Owl
Realistically colored "plumage" effect. Owl sits on molded fiber "stump". Used for decoying crows.

Victor Crow
Realistic. Wire legs. Rugged molded fiber.

Order Victor decoys from your wholesaler

ANIMAL TRAP COMPANY OF AMERICA
Lititz, Pa. • Pascagoula, Miss.

CLASSIFIED

AN UNUSUAL OPPORTUNITY:

Owing to death of one of the partners a ½ interest is offered for sale in a wholesale hardware company in business for over fifty years. Located in a city which is the POWER center of the United States. Gross sales last year nearly one Million. Gross sales first six months this year \$430,000.00. Net PROFIT last year \$73,000.00. No brokers or real estate dealers involved. Negotiations direct with widow and other partner. \$65,000.00 CASH required, balance over ten year period.

For full information call or write

WALTER S. DUCKER

No. 1712 N. Palm Tel. Mohawk 3-5064
Little Rock, Ark.

Scotch Tape Promotion

A new 60-day promotion (from Sept. 1 to Nov. 1) for long rolls of cellophane tape—offering savings up to \$16—is announced by Minnesota Mining and Mfg. Co.

The special promotion is built around three product items—Deal "V", Deal "S" and Deal "DS"—which can be purchased either separately or in a group. Each deal gives the user two tape dispensers for the price of one, and includes a dozen rolls of Scotch Brand cellophane tape.

Deal "V" consists of two deluxe



heavy-duty dispensers and 12 rolls of ½ x 2.592 inch tape. Each weighs 4½ lbs. and accommodates tape up to 1" wide. Deal "DS" includes two semi-automatic definite length dispensers and tape. The dispensers issue ¾ inch lengths of tape at the ad-

easy sales



easier repeat
sales



when you stock
**VICTOR HACKSAW
BLADES**

Distributors and dealers, for over 50 years, have known Victor Hacksaw Blades as easy blades to sell, easier to re-sell, because quality and consistent advertising have made them the blades consumers want.

There are other reasons why it pays to stock Victor—they're profitable; they cut right, cut fast, cut easily; they're sold only through recognized Distributors.

EXTRA profits with
VICTOR "Molyflex"®
High Speed
Hacksaw Blades

It will pay you and pay your customers to push Victor "Molyflex" High Speed Hacksaw Blades. There's four times the dollar profit in every sale and more than four times the cutting efficiency.

Victor Blades are the popular blades—everywhere. Be sure you are selling them.

VICTOR
SAW WORKS, INC. • MIDDLETOWN, N. Y., U. S. A.
Makers of Hand and Power Hack Saw Blades,
Frames and Metal Cutting Band Saw Blades

WRIGHT

HARDWARE CLOTH . . .

every wire round
and true to gauge
. . uniform mesh . .
free from bulges
. . straight selvage
. . heavily and
brightly galva-
nized the Wright
way. A Wright
product all the
way from rod to
you.

G.F. WRIGHT STEEL & WIRE CO.
WORCESTER • MASS.

D. C. HORNIBROOK
E. L. HORNIBROOK
Box 176, Avondale Estates, Ga.

LAWRENCE J. BALDWIN & SON
304 Carondelet Bldg.
New Orleans 12, La.

CALBAR

**"combination"
caulking cartridges**

USE THEM BOTH WAYS!

1. Standard Hole-
In-Cap with Metal
Nozzle Guns

2. With Snap-In
Plastic Nozzle* for
all Other Guns

At last . . . caulking
compound cartridges to fit
every type gun! So easy to use . . . either way
there's no after-cleaning required. CALBAR
Caulk-O-Seal is non-hardening, non-staining and
meets all specifications!

*Plastic Nozzle supplied with each
cartridge at no additional cost

**SIMPLIFIES INVENTORY . . .
ANSWERS ALL NEEDS!**

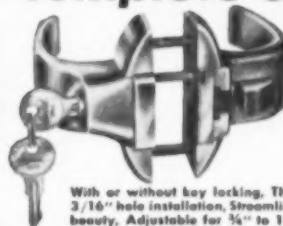
Write today for complete details

CALBAR PAINT AND VARNISH CO.
Manufacturers of Technical Products

2612-26 N. Martha Street, Phila. 25, Penna.

**Sell one —
or a complete set**

*Idealox and
Idealatches*



With or without key locking. Three
3/16" hole installation. Streamlined
beauty. Adjustable for 3/4" to 1 1/2"
doors. Reversible.

*Ideal
Closer*



Lubricated for long life. Simple applica-
tion. Enclosed Shock absorber spring.
Hold-open feature. Display models
available with each half-dozen.

*Ideal
Hinges*



Plated or Stainless Steel and Brass Metal.

For SCREEN DOORS

Write for full description, price and delivery on these
and other items.

Ideal

IDEAL BRASS WORKS, Inc.

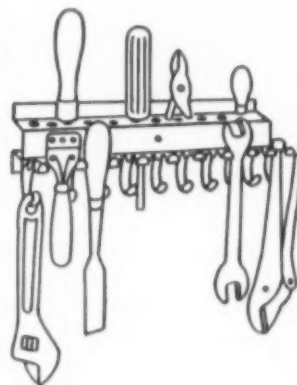
250 East 5th St.

St. Paul 1, Minn.

Larson

No. TH321

**3-Row
TOOL
HOLDER**



- The most practical tool holder on the market.
- Holds large assortment of hand tools.
- Fine zinc coated finish.—36" of tool space.
- Packed in two-color attractive boxes.

Ask your jobber about this one!

CHAS. O. LARSON CO.
STERLING • ILLINOIS

New Styling



and GREATER
PERFORMANCE
SPEED
SALES of

Casey Mow Power MOWERS

The attention-getting value of CASEY MOWERS is a money making quality that dealers like. Their smart styling and sparkling, modern beauty quickly attract admirers, creating that first essential step of selling—a good impression. On the lawn they prove their worth by unexcelled performance; smooth, instant cutting of all kinds of grass and weeds; near effortless operation; the pulverizing action on grass clippings and autumn leaves. It all adds up to a fast-selling, profit-making line for dealers. It's the reason why Casey dealers are leaders in the power mower field.

Over
1/4 MILLION
CASEY MOWS
now in use



SEE US at the
National
Hardware Show
Booth 834-35

POWERFUL ADVERTISING

The largest advertising campaign in our history tells the Casey Mow story to 25 million readers of Better Homes and Gardens, House and Garden, Living for Young Homemakers, Farm Journal and others.



6 MODELS 17" to 22" cut.
1.6 to 2 1/2 h.p.
Self-propelled or push type.

Write at once for information on our Profit-Making offer to dealers, while good territories are still available.

The KANSAS CITY MOWER CO.
1332 Clay St. North Kansas City, Mo.

justment of a hand lever. Dispenser weighs six lbs. Deal "S" contains two desk dispensers and tape. Dispenser weighs less than three lbs. and accommodates tape in widths up to 3/4 inch.

Minnesota Mining and Mfg. Co.
900 Fauquier Street
St. Paul 6, Minn.

CONVENTION DATES

Alabama Retail Hardware Association, annual convention and trade show, May 16-18. Headquarters, Admiral Semmes Hotel, Mobile, Ala. Secretary, Mrs. Euna G. Ramsey, 1006 Frank Nelson Bldg., Birmingham, Alabama.

Arkansas Retail Hardware & Implement Association, annual convention, Feb. 14-16. Headquarters, Robinson Auditorium, Little Rock, Ark. Secretary, J. Wayne Tisdale, 908 Rector Bldg., Little Rock, Arkansas.

Hardware Association of the Carolinas, annual convention, Feb. 23-25. Headquarters, Hotel Charlotte, Charlotte, N. C.
(Continued on page 110)



Gift Salad Sets attract Shoppers

Do this today: Drop us a postcard requesting our new enlarged Catalog. You will see a beautiful collection of fine wood bowls in a variety of woods and prices for your trade. Also new woodenware gift novelties and kitchenware. You will want to make this comprehensive catalog your woodenware bible. Send for it today.

J. SHEPHERD PARRISH CO.
201 N. Wells St., Chicago 6, Ill.

Tops in the trade

Red Devil
GLASS CUTTERS

Engineered to cut
CLEAN
ACCURATELY
with less effort

Twelve in a display

No. 024—Best
for General Use

No. 023

—For use
wherever
tapping is
advisable



A Product of
Red Devil Tools
Irvington 11, N. J., U. S. A.

STICK WITH THE LINOLEUM PASTE THAT MEANS EXTRA PROFITS

TIGER-GRIP® LINOLEUM PASTE

More spread per gallon (20 yards or more) ... smoother body ... easy to spread ... no disagreeable odor ... no presetting necessary ... never gummy or tacky.



LINOLEUM TROWEL

Spring steel, correctly serrated for proper spreading. Aluminum shank, turn-proof handle. Durable, lightweight.

CONSUMERS

WATERPROOF CEMENT

Ideal companion for Tiger-Grip. Where dampness exists—sink tops, baths, laboratories, for closing seams, etc.



Order from your wholesaler.

CONSUMERS GLUE CO.
1515 N. HADLEY ST. ST. LOUIS 6, MO.

YOUR PERSONAL NEEDS . . .

. . . for information about the hardware business are met every month in the year in the pages of SOUTHERN HARDWARE.

For more than 34 years SOUTHERN HARDWARE has been a guide and friend to hardware men "down South". The magazine has been built on a program of service to readers that covers:

Window Display, Counter Display, Store Modernization, Customer Relations, Sales Promotion and Advertising, Inventory Control, Employee Relations, Service Departments, Credit Control, Accounting Procedures, Association Activities.

Plus, local news about friendly people and their activities in the Southern hardware trade . . . a feature that no other magazine has developed so fully. Each of these subjects is given special attention in its relation to the special needs and problems of Southern hardware men.

If you are not already a subscriber, send in your \$1.00 today for a yearly subscription or \$2.00 for three years.

SOUTHERN HARDWARE

806 Peachtree St., N.E.

Atlanta 5, Georgia



Super
U S
HEXLOK
POULTRY NETTING

● Made with the famous LOCK-TWIST weave, here's the most asked for hexagon mesh poultry netting. SUPER U. S. HEXLOK is stronger, more uniform and rigid. It lays flat when unrolled . . . stretches better . . . is neater looking . . . assures customer satisfaction. Furnished in one-inch and two-inch mesh No. 20 wire, galvanized before and after weaving (highly resistant to corrosion) in all standard widths. Compact, even-end rolls each contain 150 linear feet. See and compare SUPER U. S. HEXLOK—Ask your jobber!

*Just show
it to make
the Sale!*

Manufactured Exclusively by

INDIANA STEEL & WIRE CO., MUNCIE, IND.



**Sells fast by
FREE DEMONSTRATION!**

**International
WEED-CHOPPER
ELECTRIC FENCER**



Cuts and Kills Grass and Weeds That "Short" Electric Fences

ILLUSTRATED
WEED CHOPPER

Retail \$29.75

Other models
including
battery operated
\$14.25 up
**BIGGER PROFITS
FOR YOU!**

Sales arguments don't mean a thing—show your customers by our Free Dealer Demonstration—they'll buy and buy fast! Farm paper advertising and dealer helps, feature the "WEED CHOPPER" Free Demonstration at your store! Mail coupon today—tie up to this customer-building demonstration plan. You'll make more sales—more profit—more satisfied customers—when you give free demonstrations of International's famous "WEED CHOPPER" Electric Fencer!

Write Today for information on how you can make extra profits with International Electric Fences.

R. E. ZIMMERMAN & SON

Mr. R. E. Zimmerman, Manager

Tate St. Station, Box 5115—422 Scott Ave., Greensboro, N. Car.

Without obligation, please send information on International Electric Fencer's FREE DEMONSTRATION PLAN for Dealers.

ADDRESS _____

NAME _____

TOWN _____

STATE _____

SH 1053

Here's a
DRILL
you can afford
to **PUSH!**



Any selling effort you put behind the "YANKEE" Push Drill will repay you not only in immediate profit but also in customer good will. For many years "YANKEE" No. 41 (100 PLUS) has been a popular choice of skilled carpenters and cabinet makers. It is all-metal with exposed parts finely finished. The magazine handle opens easily so that all eight drill points are in full view for quick selection of desired size. Check your stock . . . call your distributor!

"YANKEE"
100 PLUS
(the finest)

The No. 41 includes 8 drill points in the following sizes:
1/16", 3/64", 3/32", 7/64",
1/8", 9/64", 5/32", 11/64".

NORTH BROS. MFG. CO.,
215 West Lehigh Ave.
Philadelphia 33, Pennsylvania

DIVISION OF
STANLEY TOOLS

STANLEY

Reg. U.S. Pat. Off.

(Continued from page 108)

Secretary, Dwyane Laws, 118½
E. 4th St., Charlotte 2, N. C.

Florida Retail Hardware Association and Georgia Retail Hardware Association, annual joint convention, April 25-27. Secretary, W. W. Howell, Box 183, Waycross, Georgia.

Kentucky Retail Hardware Association, Inc., annual convention and trade show, Feb. 2-4. Headquarters, Kentucky Hotel, Louisville, Ky. Secretary, Edward K. Keiley, 501 Republic Building, Louisville, Kentucky.

Missouri Retail Hardware Association, annual convention and trade show, Feb. 23-25. Headquarters, Jefferson Hotel, St. Louis, Mo. Secretary, Harry F. Scherer, 1189 Arcade Bldg., St. Louis, Missouri.

Oklahoma Hardware & Implement Association, annual convention and trade show, Feb. 2-4. Headquarters, Municipal Auditorium, Oklahoma City, Okla. Secretary, R. K. Thomas, 515 Midwest Bldg., Oklahoma City, Oklahoma.

(Continued on page 111)



Ask your
jobber's salesman about
**FULLER'S GOLDEN
HUNDRED SALESMAN**
with unique **SCREW DRIVER
TESTER** and 100 famous
Fuller Screw Drivers!



3322 Webster Avenue, New York 67

On display at the
N. Y. HARDWARE SHOW, Booths 251-252

Sales

with
SOUTH BEND CROQUET!

More sales, quicker sales — **MORE PROFITABLE SALES** — are made with famous South Bend Croquet! 7 big reasons why:

1. Deliveries—The largest croquet manufacturer ships promptly.
2. Popular price—Meets family budget allowances.
3. Profit margin—Big retail markups make South Bend sales worthwhile.
4. Quality—Rock maple knurled balls, knurled mallet heads, screw-in handles. Colorful, practical racks.
5. Complete line—12 models for every family purse.
6. Guarantee—Replacement of mallets and balls against defects.
7. Nationally advertised—A known and accepted line.



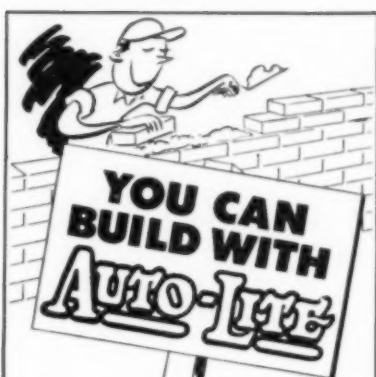
SALES REPRESENTATIVES

East—Julius Levenson, 7 East 17th St., N. Y.
South—Louis Williams & Co., 3rd National Bank Bldg., Nashville, Tenn.
Midwest—South Bend Toy Mfg., So. Bend, Ind.
Calif. & S. W.—Anderson Sales Company, 730 W. 10th Place, Los Angeles 15, Calif.
Denver & Pac. N. W.—Leo Scherret, 2840 W. 93rd St., Seattle 7, Wash.

Write for 1953 Catalog and name of nearest Jobber

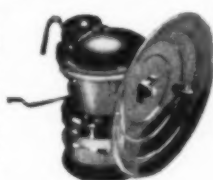
SOUTH BEND TOY MFG. CO.
SOUTH BEND 23, INDIANA

CROQUET SETS • DOLL CARRIAGES—
Folding, Fibre, and English Coach •
DOLL STROLLERS • JUVENILE FURNITURE



Yes . . . you can build sales volume and customer good will by featuring Auto-Lite Carbide Sportsman's Lamps this Fall . . . the first choice in the South since 1914. Start building your lamp business today by ordering these four popular Auto-Lite models from your wholesaler now!

115 MODEL
Furnished with 4" ribbed reflector. Burning capacity 4 hours. Rust-proof construction. Rubber Bumpergrip protects bottom. Strong wire brace.



107 MODEL
7" plated reflector. 4 hour capacity. Patented Ball Dropper insures steady, even flame at all times. An all-purpose lamp.

117 COMBINATION
Consists of 115 Model Auto-Lite Lamp with a sturdy brown cloth adjustable hat with metal attachment. A real special this year.



875 MODEL
Will burn 6 hours on one full charge of carbide and water. Furnished with 7" plated reflector and convenient folding handles. Ideal for camping.

Contact your jobber today or write us for an illustrated catalog and the name of your nearest wholesaler.

UNIVERSAL LAMP CO.
Springfield, Illinois

(Continued from page 110)

Tennessee Retail Hardware Association, annual convention, Feb. 21-24. Headquarters, Noel Hotel, Nashville, Tenn. Secretary, Morris Jones, Box 784, Nashville 2, Tennessee.

Texas Hardware & Implement Association, annual convention and trade show, Jan. 25-27. Headquarters, Baker Hotel, Dallas, Texas. Executive Director, Ray M. Souder, 822 Texas Bank Bldg., Dallas, Texas.

Tri-State Hardware & Implement Association, annual convention, Feb. 8-9. Headquarters, Hotel Herring, Amarillo, Texas. Secretary, M. D. Shepherd, Canyon, Texas.

Virginia Retail Hardware Association, annual convention and trade show, Feb. 7-10. Headquarters, Hotel Chamberlin, Old Point Comfort, Va. Secretary, G. T. Omohundro, Jr., Scottsville, Virginia.

West Virginia Hardware Association, annual convention and trade show, Feb. 22-24. Headquarters, Daniel Boone Hotel, Charleston. Secretary, James C. Fielding, 1628 McClung St., Charleston, West Virginia.



Adjustable to your customer's preferred handle length, cutting angle, hang and balance. This "Little Giant" tool feature alone will increase your weed cutter sales.

Other features: Elastic stop nuts for easy blade removal, — plain or serrated blade, — length 42", — packed 3, 4, 5 or 6 in carton. Free folders and mats. Order from your jobber.

Send for a sample and see for yourself why this is a profit maker. This trial offer can't last, so write us NOW including \$1.00 to help cover costs. A free Hathaway shirt to Mr. Jack Calloway, Jax Seed & Hard., Ensley, Ala. Send us your shirt size. Also, free shirt to your jobber salesman who sells North Wayne Tools. Please send his name, company and address.

NORTH WAYNE TOOL CO.
OAKLAND 2, MAINE

KLEINS

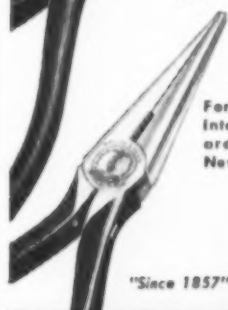


THE
**Standard
of Comparison**

BY WHICH OTHER
PLIERS ARE JUDGED

Keep a representative selection of Klein Pliers in stock for your best customers—the men who know good tools. They just won't settle for anything less than Kleins—the standard of quality "Since 1857."

Write for your free copy of the Klein Pocket Tool Guide today! Contains useful information.



**DISTRIBUTED
THROUGH JOBBERS**
Foreign Distributor:
International Standard Electric Corp.,
New York.



"Since 1857"

Mathias KLEIN & Sons
Established 1857 Chicago, U.S.A.
3200 BELMONT AVE., CHICAGO 18, ILL.

FITLER

A ROPE FOR EVERY NEED

"WATERPROOFED"



Manila Rope Fishing Rope
Lariat Rope Sisal Rope
Transmission Rope

For your protection when buying rope look for the Blue and Yellow Registered Trade Mark on the outside of all Fitler Pure Manila Rope.

THE EDWIN H. FITLER CO.

Since 1804

New Orleans 17, La. Philadelphia 24, Pa.
SOLD BY DEALERS EVERYWHERE



The label that
Guarantees Perfection

Guaranteed!

You can't buy or sell finer fishing lines at ANY price. Write for complete catalog of PILOT Linen. Silk and Nylon Lines.

Ask your jobber about the B-W 1953 BONUS PLAN.

SALES REPRESENTATIVES

A few exclusive territories still open for experienced fishing tackle representatives.

The BEVIN-WILCOX Line Co.

East Hampton, Connecticut



PROTRACTOR LEVELS

Eliminates "guessing" at difficult angles. Makes Work Easier for all tradesmen! Just one simple turn of the dial and you have the angle or drop per foot you want — quickly, easily, accurately!

Pat.
APPLIED FOR

Scharf LEVELS



MAGNELITE LEVELS

Unbreakable frame of extruded magnesium—1/3 lighter than aluminum. Replaceable Vial Units. Available in 9 sizes — 12, 18, 24, 28, 30, 42, 48, 60 and 72 inches.

If your dealer can't
supply you Write
Dept. T.

J. H. SCHARF MFG. CO.
Omaha, Nebraska



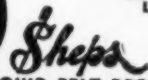
Contains Mutton Tallow
Stop V-Belt Squeaking, Slipping



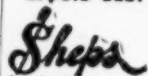
Pure homogenized
Neatsfoot Oil. Water-
proofs, preserves leather,
boots, shoes, saddles,
luggage.
Liquid Saddle
Soap
Animal Shampoo
Animal Hair-
dressing

Neatslene Harness Oil
Mfgd. by NEATSLANE CO.
Omaha 8, Nebr., Roy W. "Shep" Shepard

CONTAINS
LATEX



LIQUID BELT DRESSING



Cutting
Oil

Sulphurized and Prime Lard
Homogenized

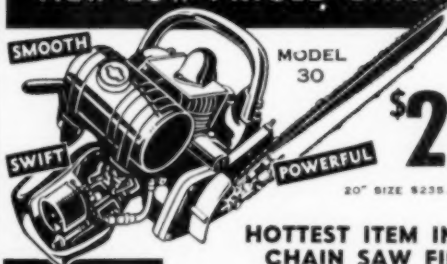


Canva-
Lastic

Waterproofing for canvas
awnings, tents, tarps, brick,
cement, stone, wood.

Dist'd by white, haw,
will supply, drag and
saddlery houses.

SENSATIONAL NEW LOW PRICED CHAIN SAW



\$228⁵⁰
16" SIZE

20" SIZE \$235.00 F.O.B. ASHLAND

HOTTEST ITEM IN THE
CHAIN SAW FIELD.

LOMBARD

6 Main St., Ashland, Mass.



MARSHALLTOWN TROWELS

MARSHALLTOWN TROWEL COMPANY • MARSHALLTOWN, IOWA



Southern FARM EQUIPMENT

OCTOBER, 1953

Section of SOUTHERN HARDWARE

806 Peachtree St., N.E.
Atlanta 5, Ga.



SOIL LOAMY? OR SANDY? OR ROCKY?

"EMPIRE"

Built Tillage Tools are Custom Made
to Fit *Any* Cultivating Need!



"EMPIRE" built Sweeps, Shovels, Teeth, Steels, Furrowers, Hoes, etc. are specifically designed to meet *every* cultivating need . . . a pattern guaranteed to give top performance regardless of the condition of the land.

It is the line that makes good business better — the first name in Tillage Tools.

It Pays to Sell the Line with Ready Trade Acceptance!

**HEAT TREATED
FOR TOUGHNESS
TEMPERED
FOR PERFORMANCE**

THE **EMPIRE** PLOW COMPANY

"Specialists in Tillage Tools Since 1840"

CLEVELAND 27, OHIO

1840

1953

CASE
DIESEL

"500"

POWER STEERING

Case engineers have scored twice this time. They've come up with a Diesel Tractor that's all Diesel—and that's first with **POWER STEERING**. Just think what that combination means to a Case Dealer in developing prospects, demonstrating on the farm, clinching a sale.

You can't miss when a customer sees this giant six-cylinder, five-plow **CASE DIESEL "500"** with its simple, yet advanced design. Touching a button starts the engine on Diesel fuel direct by a 12-volt electric system. "**POWRCEL**" controlled combustion provides prolonged piston pressure to produce smooth power and improve the economy of operation at all speeds and loads. A six-point filtering system stands guard against the main cause of Diesel troubles—dirt in the fuel.

And—you can't miss when a customer gets his first thrill of smooth, easy, accurate control with **POWER STEERING** . . . finds out that the tiring job of steering a big, powerful tractor becomes simple, almost effortless guiding. It's truly today's most complete farm Diesel. J. I. Case Co., Racine, Wis.

CASE





While some sales are closed at the time of the demonstration, most are closed during a return visit or when the customer visits the store. At left, Vardell takes the opportunity to show used tractor to prospect who has been lured to store as the result of a demonstration. H. L. Ray, below, drives demonstrator tractor onto special trailer used by company in contacting farmers in trade area



On-the-spot Demonstrations

Clinch those Tractor Sales

TO SELL more tractors give more field demonstrations.

That blunt formula for giving a boost to volume sales of new tractors is being used with marked success by Vardell and H. L. Ray, co-owners of the Ray Tractor Co. in New Albany, Mississippi. They further emphasize that for maximum results, as many demonstrations as possible should be given within a selected period.

"We feel that we can obtain better results from a number of small field demonstrations that do not require extensive advance planning than we can from a major demonstration which requires a great deal of preparation," said Vardell Ray.

Ray Tractor Co. has presented a number of large-scale field demonstrations and in the future there will be others, but the Rays now are concentrating on demonstrations for individual farmers—farmers whom the firm's three salesmen happen to see working in the field as they tour the county with a tractor loaded on a trailer.

By Stuart Covington

Approximately 100 such demonstrations were given last year, and approximately 20 percent produced sales.

The Ray's demonstration plan works like this. During August and September, for example, salesmen load a tractor on a specially constructed two-wheel trailer attached to a pickup truck. The salesman, with a helper, selects a particular road to "work" and, when he observes a farmer at work, stops the truck and asks the farmer if he would be interested in seeing the tractor work out in his field. The demonstrations average 30 minutes.

"About 99 percent of the farmers are glad to have a demonstration," Ray declared. "Occasionally a neighbor or a passerby will stop to watch the demonstration, giving us an extra chance for a sale."

In a few instances, Ray revealed, his salesman has been successful

in closing a sale of a new tractor at the time of the demonstration. Ordinarily, however, the salesman, after putting the tractor through its paces, hands the farmer several pieces of appropriate literature and then makes a callback approximately one week later if the prospect does not visit the Ray store in the meantime, as many have done.

During the return visit the salesman reviews with the prospect the various selling points of the tractor that he presented at the time of the demonstration, adding additional information which he feels is pertinent. He also invites the farmer to ask any questions he wishes concerning the operation of the machine. He then makes a second attempt to close a sale.

Should this attempt also prove unsuccessful but should the prospect still appear interested, one of the Rays will visit him at an early date with the purpose of making a sale. In several cases, according to

(Continued on page 140)

J. A. Mitchell looks on as E. A. Wall, parts department employee, drops suggestion into box. Once a month, company's employees meet for dinner, pass on the merits of suggestions received. Total savings from suggestions to date approach an estimated \$150 monthly

By Stuart Covington



Suggestions Save Dollars

A SUGGESTION box is saving from \$100 to \$150 a month for J. A. Mitchell, president and general manager of a farm equipment business bearing the same name in West Point, Mississippi.

The suggestions which are responsible for these savings have been made by both employees and customers—each group contributing about an equal amount, according to Mitchell. An average of 15 to 20 suggestions are dropped into the box each month, with slightly less than half of the suggestions received being adopted.

The suggestion box is located in the rear of the firm's display room near the cashier's window. Once a month a supper is given for the company's 25 employees. At this

time all suggestions received during the previous month are read and discussed by employees. After the merits and disadvantages of each suggestion have been thoroughly discussed, a vote is taken on each suggestion to determine its adoption or rejection. In some cases, the suggestion is modified or expanded, in accordance with proposals made by employees.

By bringing to light better operational methods and ideas for rendering improved service to customers, the suggestion box has become an increasingly valuable phase of Mitchell's business. Over a period of time suggestions have touched on virtually all phases of the operation of a farm equipment business.



Rags which Elmo Goodson, a company mechanic is using are rented. Plan was suggested by employee and saves company \$20 monthly



For example, an employee, some time ago, suggested that the company discontinue purchasing rags for the shop, pointing out that the rental of rags might be a more economical practice. Rags had been costing Mitchell \$1.00 per dozen. The company now rents its rags from a Memphis supplier at a monthly saving of \$20.00.

What Mitchell considers the
(Continued on page 133)

Hedspeth's shows **Fast-Hitch** to Future Farmers to help build future sales



Just back in . . . click . . . and go with Farmall Fast-Hitch makes a timely educational demonstration for these FFA boys, at Hedspeth Implement and Truck Co., Inc., Conway, North Carolina. L. W. Hedspeth, right, IH dealer for 14 years, encourages informal

FFA and vo-ag meetings like this. He also gives county 4-H awards, supports the Boy Scouts, Red Cross, many other community activities. He is president of the Conway Chamber of Commerce, member of the city board, and a member of the Farm Bureau.



Keeping school grounds neatly trimmed with a Farmall Cub and mower is another Hedspeth service to the community. He also loans a tractor with grader blade for maintaining a gravel road back of the school.



Interest in soil conservation prompts Mr. Hedspeth, right, to encourage building of farm ponds like this for pasture irrigation. He has furnished equipment for many soil conservation demonstrations, in cooperation with the SCS.



Service to customers is a year-round, round-the-clock policy at Hedspeth's. They're proud of their slogan: "We Service What We Sell!" Here a Farmall H gets emergency service at night, a typical occurrence during the spring rush.

As a leader in the community, Hedspeth Implement and Truck Co., Inc., believes in being helpful to both their customers and their town. Like so many IH dealerships from coast to coast, this firm recognizes the value of good, sound "human relations" in its contacts with customers, the community and the retail farm equipment business.



INTERNATIONAL HARVESTER

International Harvester products pay for themselves in use—McCormick Farm Equipment and Farmall Tractors . . . Motor Trucks . . . Crawler Tractors and Power Units . . . Refrigerators and Freezers—General Office, Chicago 1, Illinois



"Utility Lot"

moves more farm equipment



C. A. Washmon, owner of the company, says that shed used for display of used equipment has been instrumental in large volume sales. The shed, he says, makes it easy for prospects to examine equipment at their leisure, especially if none of the sales force happen to be present

A LOT 150 by 140 feet directly across the intersection from the Aldridge-Washmon company, IH dealership in Harlingen, Texas, is generally referred to as a "used equipment lot," but it serves so many purposes with both utility and convenience that it probably should be designated a "utility lot," according to Owner C. A. Washmon.

The 140-foot frontage of this lot on one street is dressed for the display of used equipment and a dominant, painted sign calls attention to used tractors and trucks, on display and ready to go.

This sign, also 140 feet long, provides an overhang and serves the same purpose as eaves of a house, being a part of what is actually an elongated car port, 140 feet long and 25 feet deep.

"We are able to display in this shed, or long car port, all of our used equipment that is ready to go, including trucks and tractors," Washmon explained.

By Baron Creager

"This display is kept under lights at night and it has been instrumental in a large number of sales of used equipment. The shed makes it easy for prospects to examine equipment at their leisure, especially if none of the sales force happen to be present.

"Furthermore, covered and lighted display such as this gives used equipment a certain prestige. It shows the customer that we think well of the equipment and attach to it, more value than would seem to be suggested if the equipment were displayed in complete exposure to all the elements."

This utility lot serves a number of other purposes, however, because it is equipped with two additional sheds. One is on the rear, or East boundary, and is approximately 25 by 140 feet and the third follows the South boundary and is

approximately 150 feet long and 25 feet deep. Both of these sheds face in toward the center area of the lot.

Into these rear sheds the Aldridge-Washmon company unloads new merchandise, where it is stored until time for set-up and delivery.

"This serves other purposes in addition to keeping new equipment out of the weather," Washmon continued.

"It saves moving equipment around. Almost always, in a warehouse, it is necessary to move some equipment to get other equipment out. Therefore, because we deposit the equipment in a shed and leave it there, warehouse expense is reduced. If it were in a warehouse and were moved around, some of the smaller parts would almost certainly be lost.

"We further use the lot, and the sheds, for the display of large items such as cotton pickers, till-
(Continued on page 135)



Our Future Rests on Soil Fertility

America has grown strong largely because her people have eaten well. Eating well means living well, working well. Those are facts that some of us may overlook. A thriving agricultural-industrial system has put meat and potatoes on our tables, white shirts on our backs, soft rugs on our living room floors.

Such necessities, and niceties, come largely from the soil. A lot of us need to think of that. We need to remember that a biscuit in the hand is just so much protein and starch and fat taken out of the soil; that clothing grows on cotton stalks; that sheep are only walking factories, eating weeds and grasses and grains to grow wool on their bodies; that such a flimsy thing as a paper napkin represents a mite of soil resource

taken away from our national stockpile of natural resources.

If we will look upon our day-to-day living in this light, we will understand why a nation of nearly a hundred fifty million persons makes a terrific drain upon soil resources. We will realize why it is necessary for us to maintain the soil, even while using it.

The farm equipment you sell makes the application of soil conservation practices both practical and profitable. Thus, you are one of the key men in the soil conservation program. You can help your neighbors and serve America by teaming up with farmers and agricultural experts in your community. There's a future in soil fertility.

John Deere
MOLINE • ILLINOIS



W. J. Fisher, left, retiring president of the Farm Equipment Institute, congratulates the new president, A. W. Phelps, right. Bruce Lourie, chairman of the executive committee is at center

Farm Equipment Institute Meets

manufacturers take a look at the future

MEMBERS OF the Farm Equipment Institute, meeting in Chicago, Ill., September 14-16 for their 60th convention were advised by a leading manufacturer that the surest way to bolster declining sales is through making good products a lot better—and in a hurry.

This idea, given expression by J. L. McCaffrey, president of International Harvester Co., in a featured address, was the prevailing conviction among the assembled manufacturers. While production in some plants has been cut back, all thoughts were on increasing production through the introduction of machinery so markedly new and improved that farmers cannot afford to be without the new equipment.

In the final business session of the three-day program, A. W. Phelps, chairman of the board,

The Oliver Corp., succeeded as president of the FEI, W. J. Fisher, vice-president, The Oliver Corp. Bruce Lourie, vice-president, Deere & Co., succeeded Mr. Phelps as chairman of the executive committee of the association.

Delegates followed the recommendations of the nominating committee headed by J. L. McCaffrey, in electing members of the executive committee and a number of vice-presidents.

While the FEI was in its final session, members of the auxiliary held their annual business meeting. With a promptness peculiar to this organization, new officers were elected with dispatch.

The new president is Paul V. Bartsch, Tousey Varnish Co. S. A. Crabtree, Republic Steel Corp., will fill the position of executive vice-president. Chairman of the entertainment committee is Ed

Rock, Wycoff Steel Co., while J. T. Callaway, Goodyear Tire and Rubber Co., assumes the duties of chairman of the membership committee. Frank K. Burgess, Burgess-Norton Mfg. Co., is the new treasurer, while J. C. Veller, Inland Steel Co., was named secretary.

Opening the first business session, Elmer A. Hummer, president, National Retail Farm Equipment Association, stated that the nation needs to produce all the food possible for the world needs the surplus. Farmers need new equipment and the reason they are not buying presently, he said, is a temporary lack of faith in the economy because of sectional drought or man-made discouraging factors.

The speaker felt that sales of machinery had been affected adversely by announcements of pro-

(Continued on page 142)

NEW FROM GOULDS



the pump
that delivers

HIGHER PRESSURES
FROM
DEEPER WELLS

GOULDS
FIG. 3371
MULTI-STAGE
JET PUMP



Here's another
NEW profit-maker!

GOULDS
FIG. 3658
DEEP WELL PUMP

Developed by Goulds especially for low cost deep well jobs where the pumping level is not more than 130 ft. below the surface. Has all outstanding features of famous Goulds Jet-O-Matic—yet priced to sell in volume! See it NOW...

It's just the pump you've been looking for—built especially for those extra deep well jobs (up to 200 ft.) where higher pressures are required! This new Goulds Multi-Stage Jet Pump delivers capacities up to 1175 gallons per hour—plenty of water with plenty of pressure. Built in 2-stage and 3-stage models, in $\frac{3}{4}$, 1 and $1\frac{1}{2}$ H.P. units, Goulds Fig. 3371 has adjustable automatic pressure control valve which guarantees maximum capacity at all times.

EASY TO INSTALL AND SERVICE... a completely flexible system, it may be used for twin pipe installations in 3", 4" and $4\frac{1}{2}$ " well casings, or single pipe jobs in 2", $2\frac{1}{2}$ " and 3" well casings. Motor and rotating element can be quickly removed without disturbing pipe connections—mechanical seal easily replaced without dismantling pump.

SELL THE COMPLETE GOULDS LINE... let Goulds leadership in products, performance and prestige lead you to a completely profitable water systems business! See your Goulds distributor...

See your distributor or write: Dept. SM-7
GOULDS PUMPS INC.
Seneca Falls, N.Y.

GOULDS WATER SYSTEMS
Since 1848
FOR EVERY FARM AND HOME NEED

How Keystone's Practical Land Use Plan Spurs Farm Trade

Dealers who try Keystone's P.L.U. (Practical Land Use) Plan make this discovery...it pulls in new customers...makes good buyers out of "poor to average customers."

Here's why! Government figures show a big difference in farm income. On the average, it reports, one farmer out of each eleven will have 50% of the total income. Two have 30% of the total. The remaining eight have 20% of the income.

The Keystone P.L.U. Plan helps all eleven of these farmers, but especially it helps the eight "poor to average" farmers boost their earnings. It helps them increase their land value. But, to boost their earnings and increase land value, they have to spend...for implements, for seed, for fence, for fertilizer, for feed. Soon they need better farm buildings. As earnings jump, these farmers start to satisfy their desire for home improvements.

Naturally, they come to you for their requirements. Instead of competing with other dealers for the business of the three top farmers, you get the cream from the new buying power you've helped create—and the chances are, at a better profit.

That's how Keystone's P.L.U. Plan spurs your farm trade and profits. And, the Plan is so sound that bankers will help finance the basic program that starts these farmers on the road to success...turns them into solid, profitable customers...wins you exclusive, profitable business.

Does this program require a lot of time and effort by dealers? That's a second feature. All you do is explain the procedure...help the farmer make the right contacts. Keystone helps you with a complete plan and Merchandising Package, described at left.

This plan is a way to spark buying of all types of farm supplies. It's especially valuable today, when farmers are putting on the brakes.



You'll find all the facts about Keystone's P.L.U. Plan in this Merchandising Package. You'll be amazed at how simple it is to use... at how much good it will do for you. Ask your Keystone representative for details. Get started without delay.

KEYSTONE STEEL &

RED BRAND FENCE · NON-CLIMBABLE FENCE · ORNAMENTAL FENCE



No wonder Red Brand is tops with farmers

Farmers love square dancing. That's why the WLS Barn Dance has such a tremendous following.

For over 20 years, Keystone has sponsored this outstanding program. For over 20 years, farm families in WLS range have heard the story of Red Brand fence. It's won warm friends for Keystone . . . and for Keystone dealers. This is just one of the ways Keystone has been building preference for Red Brand quality through the years . . . helping our dealers attract farm business.

This year, we're doing a stronger, more forceful job than ever. Sales can be made, and we're going to help Keystone dealers make them. That's why it pays to be a Keystone dealer.



WIRE COMPANY

PEORIA 7, ILLINOIS

CORN CRIBBING · NAILS · GATES · KEYSTONE POULTRY NETTING

SOUTHERN FARM EQUIPMENT Section for OCTOBER, 1953

Sales promotion the leading topic at

AFEMA Convention

MEMBERS of the Allied Farm Equipment Manufacturers Association met in Chicago September 8-12 and gave primary consideration to methods of expanding sales.

Despite the decline in sales for most manufacturers, there was little pessimism among manufacturers. Rather, there was a healthy acceptance of the fact that there must be a renewed emphasis on selling if the market for mechanized equipment is to continue to expand.

The convention was followed by "Factory Days," two days set aside for conferences between manufacturers and members of the Farm Equipment Wholesalers Association.

Opening the convention's general session, President Earl Martin, Jr., Helix Corp., pointed to two important activities of the association. One has been the promotion of closer relations between manufacturer and dealer, while a second objective has been the further development of more export sales.

In his talk on "Product Development," H. Ferris White, Jr., of the firm, Booz, Allen & White, stressed the importance of constantly bringing out new products which further reduce the farm work load. "The industry," he said, "must not remain static."

Discussing "Product Promotion," Everett Biddle, The Biddle Co., stated that the way to write good advertising is to create it from the point of view of the farmer or dealer. For 1954, he continued, sales literature should be filled with factual information about how the equipment will benefit the farmer. It is important to develop literature that will be kept, he said, pointing out that, frequently, this will contain some "how to" information.

"Many of us in 1954 might well forego advertising of the trademark building variety, or at least,



New officers of the Allied Farm Equipment Manufacturers Association

cut it down, in order to devote our dollars to obtaining sales through immediate-type advertising and promotion activities.

"The condition of the market indicates that we have lost our privilege of wasting dollars in mere opinions or in lofty name-building efforts. We had better get down to some mighty hard selling."

William T. McCormick, Foreign Operations Administration of the Department of Commerce described the export opportunities presently being opened up by foreign aid and rehabilitation programs. He urged implement manufacturers to take advantage of these programs to develop an export market.

Merritt Hill Speaks

Closing the session Merritt D. Hill, Assistant General Manager, Ford Tractor Division, discussed "How Can We Stay in Business in 1954?"

All through the industry, he said, conditions are different from anything known in the last 10 to 12 years. In the period ahead "we will be annoyed, irritated and

frustrated. But the competitive market will force us to do more thinking and take more decisive actions."

Generally, the industry is behind in making new products, the speaker continued. "Our job is to bring out new and improved products—so superior that farmers can't afford to be without new units."

In view of falling farm prices and rising labor costs for the farmer the industry must produce equipment that largely takes the place of labor. Many farm jobs have not been mechanized. One of the best ways to stay in business, he concluded, is to go out into the field and see farmers' problems at first hand, then design and build the machinery and equipment to solve these production problems.

Planning must be such, Mr. Hill said, that manufacturers will have the right product at the right place at the right time.

Highlighting the second business session was the Workshop Panel. W. A. Matheson, Portable Elevator Manufacturing Co., served as moderator.

New officers of the association
(Continued on page 126)

Your Farmer-Customer profits 2 ways when he buys an **SHELLER**

HERE'S WHAT SELLS THE MM SHELLER

(1) Double chain elevator delivers corn directly into hopper above cylinder. (2) Cylinder lugs spin ears against cage, rub ears together . . . like rolling kernels off by hand. (3) Corn completely separated from cobs and trash as kernels drop through cage. (4) Large sieve and cleaning shoe plus powerful cleaning fan remove all dirt and chaff. Kernels elevated into truck at (5). Cobs carried away at (6). Trash drawn away at (7). Result: clean, whole kernels . . . big capacity!



1. BY SHELLING HIS OWN CORN WITH AMERICA'S LEADING SHELLER

For feed or market, corn shelled with a Minneapolis-Moline Sheller is corn prepared for *premium* profits. That's because MM Shellers are built to get corn clean . . . without cracking the kernels . . . without chewing the cobs to bits. Revolving cylinder lugs spin the ears together and against the all-steel cage . . . roll the kernels off gently . . . just like shelling by hand. The combined blast of

a cleaning fan and a suction fan operates over the entire length of the adjustable cleaning shoe to thoroughly clean all the corn. Costs are low, too—a 300 bushel per hour husked corn capacity for the Model D, and a 1200 bushel per hour capacity for the Model E gets the job done fast, with fewer manhours, low fuel consumption.

2. BY EARNING OFF-SEASON MONEY CUSTOM-SHELLING FOR HIS NEIGHBORS

It's no trick to pay for an MM Sheller in short order by custom-shelling during the off-season. Available for mounting on a trailer or on a truck chassis, with integral power units or designed for PTO or belt drive, MM Shellers are easy to transport . . . quick to set up. Only minor adjustments are necessary to handle either husked or snapped corn. Built to stand up under long, hard usage, MM Shellers keep turning out the same superior job, season after season . . . keep earning extra cash for the owner through winter slack periods.



BOOST YOUR PROFITS WITH MM SHELLERS — AMERICA'S FASTEST SELLERS!

MINNEAPOLIS-MOLINE MINNEAPOLIS 1, MINNESOTA

New officers of the association are left to right: H. C. Tharpe, secretary-treasurer; A. D. Byerline, first vice president; G. W. Hammons, president; Hugh T. Lindsay, past president; C. R. McMicken, second vice president; and Robert L. Shannon, executive secretary



Farm Equipment Wholesalers Hold Annual Meeting

G. W. HAMMONS, president and manager of Price Bros. Equipment, Inc., Wichita, Kansas, was elected president of the Farm Equipment Wholesalers Association at its annual meeting in Chicago on September 9-12.

Hammons, who is serving his third consecutive year as director, also had been a board member in 1945-6 and 1946-7. His firm is a charter member of the association.

H. C. Tharpe, Lovett & Tharpe Hardware Co., Dublin, Georgia, was elected a new member of the board of directors. Re-elected directors, in addition to Hammons, were A. D. Byerline, president of General Implement Distributors, Inc., Salt Lake City, Utah; C. R. McMicken, vice-president of B. Hayman Co., Inc., Los Angeles; and immediate past-president Hugh T. Lindsay, president of Lindsay Bros. Co., Minneapolis, Minn.

Byerline was elected first vice-president; McMicken, second vice-president; and Tharpe, secretary-treasurer.

Five past-presidents of the association were presented solid copper plaques in tribute to their contribution to development of the Association. They included R. G. Lindsay, Sr., Milwaukee, Wis. (1945-7); C. J. Reilly, Brooklyn, N. Y. (1947-9); Paige Newton, Port-

land, Ore. (1949-50); R. C. Cropper, Macon, Ga. (1950-1); and J. W. Martin, Stockton, Cal. (1951-2).

The annual meeting was followed by two days of business interviews during "Factory Days" with invited representatives of short line and specialty farm equipment manufacturers on September 11 and 12.

Fordson Diesel Tractor Imported for U. S. Sales

FORD MOTOR Co. will import for sale in the United States the Fordson Major Diesel farm tractor manufactured by Ford Motor Co., Ltd., of England.

Thomas A. Farrell, vice-president of Ford Motor Co., and general manager of the Ford Tractor Division, announced that first quantity shipment of Fordsons is expected in mid-September at the Port of New Orleans.

The tractors will be marketed through the same distributor and dealer organization now handling Ford's American-made tractors and farm equipment, Mr. Farrell said. Initial introduction will be limited to ten southwest and western states where diesel tractors are most popular.

"The Fordson Diesel is now being sold in virtually every country in the world," Farrell said. "It has proved highly popular everywhere including the Dominion of Canada where it was introduced some time ago.

"While the Golden Jubilee Ford Tractor produced at Highland Park, Mich., fills the needs of the great majority of farmers, we have had an increasing demand for a diesel-powered, heavier machine. Consequently, we expect the Fordson Diesel will greatly expand our dealers' markets especially in those areas where larger tractors are widely used.

Weighing approximately 5,000 pounds, the Fordson Diesel has six forward and two reverse speeds. Hydraulically - controlled three-point linkage and a vertically adjustable swinging drawbar permit the tractor to be operated with a wide variety of implements, both mounted and pull-type.

AFEMA Convention

(Continued from page 124)

are: President, B. A. Fuller, Fuller Manufacturing Co., Centerville, Iowa; First Vice-President, R. W. Dunlop, Krause Plow Corp., Hutchinson, Kansas; Second Vice-President, E. E. Boyer, Turner Manufacturing Co., Statesville, N. C.; Treasurer, L. J. Badskey, L. M. L. Engineering & Manufacturing Co., Columbia City, Ind., and Secretary, C. C. Keller, Empire Plow Co., Cleveland, Ohio.

Directors are: W. D. Tucker, R. R. Topel, N. J. Dalton, W. A. Matheson, and G. R. Wilber.



TODAY . . . IT'S *Carlton**

Go modern . . . specify CARLON Plastic Pipe!

CARLON is lightweight, only $\frac{1}{8}$ th the weight of steel . . . one man can carry a 400-foot coil . . . large stocks are handled easily. CARLON is flexible . . . it curves around obstacles . . . follows irregular ground contours. Long length and flexibility make possible low-cost installations requiring a minimum of fittings.

CARLON practically sells itself! Installations last longer . . . CARLON is completely immune to acid or alkali soils and waters that destroy ordinary metal pipe. And CARLON is guaranteed forever against rot, rust and electrolytic corrosion.

Stock the modern plastic pipe developed for modern needs. Specify CARLON Plastic Pipe.

Every foot of CARLON is factory-tested at greater-than-working pressures for more than 8 hours.

Write today for catalog. ♦



*SELL the Pipe with the Stripe**

CARLON PRODUCTS CORPORATION

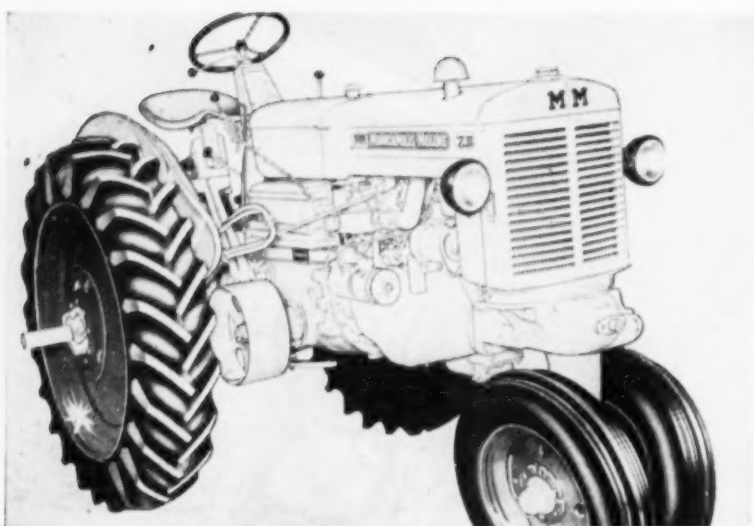
Pioneers in Plastic Pipe



1449-CP

10300 MEECH AVE. • CLEVELAND 5, OHIO

CARLON plastic pipe is produced in Ohio, Colorado, N. Carolina, Oregon, Texas & Ontario. Export: H. E. Botzow, New York City



New ZB tractor is powered for two or three plow bottoms. It is available in three front end styles, with single front wheel; with adjustable dual wheels and with front wheel tread adjustable from 56" to 84"

Minneapolis-Moline Introduces New ZB Tractor, Mounted Husker

THE NEW ZB TRACTOR, powered for two or three plow bottoms, is announced by Minneapolis-Moline Co.

Improvements to increase operator convenience and safety, longer valve life, and a 12-volt electrical system are among the new features claimed for the tractor.

The 22" wide platform is mounted high to afford a wider view of mounted tools. The lifting roll and the power take-off are both under the platform, safely away from the operator. Driver may comfortably sit or stand.

The steering wheel, located on the tractor center line allows greater visibility and, for easier steering, the universal joints turn on needle bearings. The throttle lever is below the steering wheel.

The instrument panel and the hydraulic control lever are also mounted on the steering column.

Longer brake pedals are located on the right side and ahead of the axle housing. They have a raised outer edge to prevent the operator's foot from slipping off. The brakes may be applied simul-

taneously or separately. The new spring-loaded foot clutch is on the left side and the pedal has the raised outer edge.

Rider comfort is said to be increased by the longer shock-absorbing spring and cylinder supporting the Flote-Ride seat. Side

angle adjustment can be made, and the bucket seat can be locked in place with clips or tilted back out of the way when the operator wants to stand.

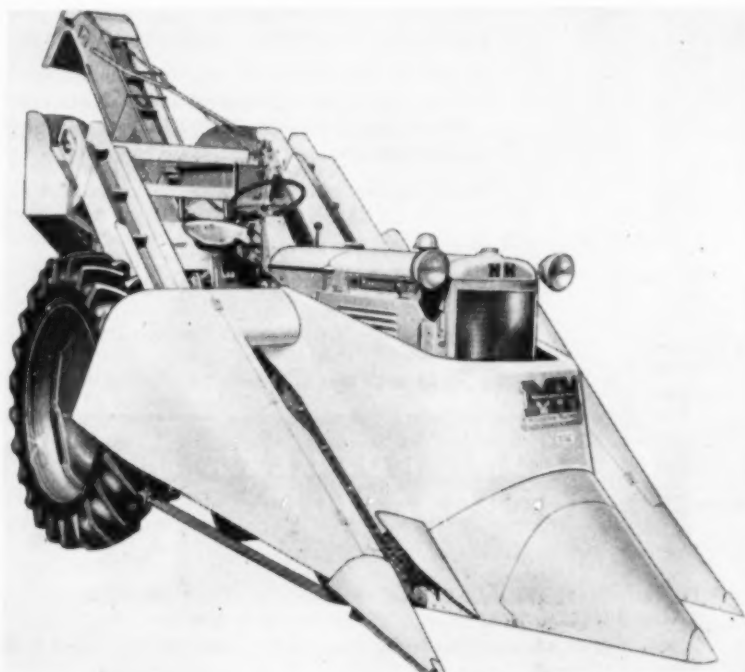
There are three front end styles: the N, with single front wheel; the U, with narrow, adjustable dual wheels; and the E, with front wheel tread adjustable from 56" to 84" at 4" intervals.

Meanwhile, a new, two-row corn picker and husker, designated as the RJZ Huskor and designed for mounting on the ZB tractor, is in production also.

The Huskor can be mounted on the ZB tractor by eight pins, four in front and four in the rear. It will harvest corn rows spaced from 38 to 44 inches.

Six gathering chains move the corn to the snapping rolls. The snapping rolls are 53½ inches long, revolve on roller and ball bearings, and are chain-driven. Elevators of

(Continued on page 142)

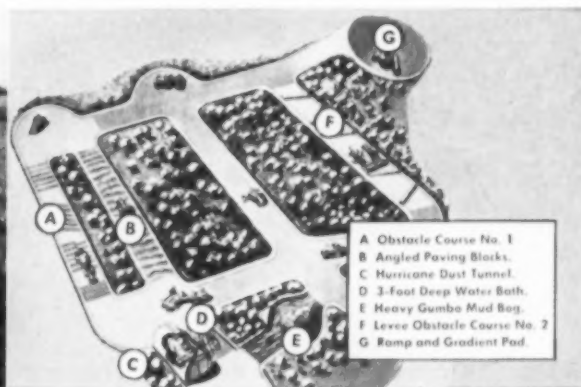


New two row mounted corn picker and husker can be mounted on ZB tractor. It will harvest corn rows spaced 38" to 44"



The radio-like indicator mounted on the platform of this Massey-Harris 55 (also shown lower left) uses electronic impulses to analyze in the field various parts of the plow for internal stresses, when the plow is at work. Hair-line wire accurately transmits even very small expansion and contraction reactions in the metal as the plow moves through the ground.

On this scientifically designed test track, Massey-Harris machines are tested with a rigourousness that telescopes years of normal use into a few days — even hours.



Testing really gets down to earth At MASSEY-HARRIS

TEST it on the track — prove it in the field — that's the Massey-Harris way of building farm equipment that stays on the job, under the toughest conditions.

Once a machine has passed the test track engineers are sure of structural strength . . . bearings and gear resistance to dust and water . . . metal strength and quality.

But what about actual field performance? They get the answers to that, too. This time on the Massey-Harris 640-acre experimental farm with electronic devices that measure resistance to land and load pressures under actual farming conditions.

A complete laboratory also assists . . . demonstrates further the toughness of assemblies, individual parts and specific points.

Such complete and thorough testing is your assurance of products that do their job season after season . . . of a continuing parade of new and improved

machines that make your job of selling easier and that build profit and security for you.

As a Massey-Harris dealer, you can share in the sales benefits of this sound engineering and scientific testing program. You sell products that meet the demand for lower production costs, less labor and greater job practicability.

Make it a Massey-Harris

It will pay you to look into the Massey-Harris franchise. There may be a dealership open in your community now. Write the Massey-Harris branch nearest you for complete information.

The MASSEY-HARRIS COMPANY, INC.

Quality Ave. • Racine, Wisconsin

Atlanta, Ga.; Batavia, N. Y.; Columbus, Ohio; Dallas, Texas; Denver, Colo.; Des Moines, Iowa; Fargo, N. D.; Indianapolis, Ind.; Kansas City, Kan.; Memphis, Tenn.; Minneapolis, Minn.; Omaha, Neb.; Portland, Ore.; Racine, Wis.; Stockton, Calif. Sub-branches: Amarillo, Texas; Enid, Okla.; Harrisburg, Pa.; Los Angeles, Calif.; St. Louis, Mo.; Wichita, Kan.



Allis-Chalmers' successor to the Model WD tractor is the new WD-45 shown at left. The new unit has a more powerful four cylinder engine designed to deliver approximately 20 per cent more horse power. The complete line of WD mounted, semi-mounted and pull-type implements are designed to fit the new WD-45 as well as the WD

Allis-Chalmers New WD-45

ALLIS-CHALMERS has announced a successor to its Model WD tractor, which will be known as the Model WD-45, and is now in full production at the Company's West Allis Works.

The Model WD-45 has a completely new and more powerful 4-cylinder "Power Crater" engine with a 4-inch bore, $4\frac{1}{2}$ " stroke, 226 cubic-inch piston displacement, and 6.5 to 1 compression ratio. Engine speed remains at 1400 r.p.m.

Compared to its predecessor in the Model WD, the new Allis-Chalmers "Power Crater" engine is expected to deliver approximately 20 per cent more horsepower.

The name "Power Crater" is derived from the design of the piston, which has a concave head, shaped like a mixing bowl, forming a "crater." The incoming fuel mixture, coming into contact with the "crater," is turned inward and upward, compelling an extremely high degree of turbulence on the intake and compression strokes.

To provide a fast exhaust of burned fuel gases, the Power Crater engine is equipped with a new type Jet Exhaust Manifold, designed to eliminate back pressure and assure a more rapid escape of burned gases. A large, straight-through muffler acceler-

ates exhaust action. Built-in acoustic properties silence engine noise.

To match the increased power delivered to the drive wheels by the Power Crater engine, the Model WD-45 tractor is equipped with 12-28 rear tires mounted on 12-inch rims. This combination increases the amount of liquid ballast that can be carried in each tire, gives the tractor added weight, and expands the area of ground contact.

In addition to the advancements incorporated in its overall design, the Model WD-45 retains all of the outstanding features of its predecessor, the Model WD, including the automatic traction booster, two-clutch power control, minute-quick drive-wheel spacing by engine power, 5-way hydraulic system, 4-speed helical gear transmission, power take-off, individual foot-operated brakes, adjustable two-way hydraulic shock absorber seat, fenders, electric lights and starter . . . all standard equipment.

The WD-45 is supplied in three styles: with dual front wheels; single front wheel; and wide, adjustable front axle. All are designed for instant hitching and unhitching of mounted implements.

The complete line of WD mounted, semi-mounted and pull-type implements are designed to

fit the new WD-45 tractor as well as the Model WD, and are interchangeable without special fittings.

New Idea Changes Manufacturing Site

TRANSFER OF the manufacturing facilities of Ezee Flow and New Idea Fertilizer spreaders from Chicago to Fort Dodge, Iowa, has been announced by William M. Werner, vice president of Avco Manufacturing Corp. and general manager of the New Idea Division.

Ezee Flow, manufacturer of fertilizer spreaders, was acquired by Avco in April. Werner is in charge of all Avco Farm Equipment operations—New Idea plants at Coldwater, Ohio, and Sandwich, Ill.; and Ezee Flow plants at Chicago and Collegeville, Pa., and Horn Mfg. Co., subsidiary of Avco, to which spreader production will be transferred.

The service parts depot for Ezee Flow and New Idea spreaders will be transferred from Chicago to Fort Dodge.

Collegeville production of spreaders will continue uninterrupted and grass seeder attachments for all models of the company's spreaders will continue in Chicago.



1866

DEPENDABLE FOR 87 YEARS



1953



Great sales asset for F&W dealers is Flint & Walling's 87-year record of dependability. And no less valuable is F&W's ability to pioneer new pump developments and continually give its dealers fresh selling ammunition. Good examples are the water systems shown below. Each has engineering leadership for its type of pump.

With the F&W line you have the right pump for every well and for every capacity need. Write for full details on the line that's proved dependable for 87 years.

FLINT & WALLING MFG. CO., INC.
1019 Oak Street, Kendallville, Indiana



F&W VARIJET Bullet

Exclusive patented design pumps 40-70% more water...while using less electricity...than other shallow well jet pumps. You can get the F&W VARIJET Bullet with or without vertical tank or as the compact package unit shown. 1/4, 1/3, 1/2, 3/4 HP motors.

Deep Well 6" Stroke Pluton Pump

Built like a fine motor car. Bearings pressure lubricated. Heat-treated gears and shafts.



F&W 2-Stage Deep Well Jet Pump

Delivers 3-Stage performance plus. New automatic control valve assures top performance under varying well conditions. Change the rotary seal in 15 minutes with Speed-change cartridge.



F&W Multi-Purpose Pump

Change from shallow to deep well simply by moving jet off of the pump and down into the well. No extra package or parts to buy.



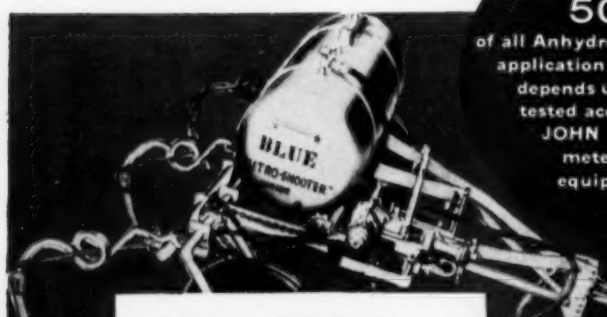
NITRO-SHOOTER UNIVERSAL

SLICES TURF • SHOOTS NITROGEN
TO A 10" DEPTH • SEALS SURFACE

This Revolutionary Trailer Type Applicator is acclaimed by users as ideal for rank and matted pasture, plowed under corn stalks, etc. Accurate application is assured under all conditions with the famed John Blue variable volume, positive displacement, ground driven metering pump.

BLUE

THE BIGGEST NAME IN ANHYDROUS AMMONIA EQUIPMENT



NITRO-SHOOTER junior

This light-weight trailer type hydraulic operated applicator rig is designed for both row crop and broadcast application of anhydrous ammonia. Three coiled tine applicators are standard equipment. (Disc coulters available).

More than
50%
of all Anhydrous Ammonia
application equipment
depends upon the
tested accuracy of
JOHN BLUE
metering
equipment



TRACTOR MOUNTED APPLICATORS

The Blue Tractor Mounted Anhydrous Ammonia Distributor comes in models for the more popular tractors. This equipment can be used to combine the "cultivating" and "side dressing" operations.

DEPENDABLE FARM EQUIPMENT SINCE 1886

BLUE

LINE
PRODUCT

JOHN BLUE COMPANY, INC.

HUNTSVILLE, ALABAMA

WRITE FOR NEW COMPLETE
CATALOG AND PRICE LIST.

Tractor Side Dressers • Tractor Drawn Disk Harrows • Tractor Stalk Cutters • Horse Drawn Planters • Horse Drawn Disk Harrows
Horse Drawn Distributors • Tractor Crop Duster • Liquid Fertilizer Distributors • Tractor Mounted Sprayers
(Anhydrous Ammonia & Nitrogen Solution)

Suggestions Save Dollars

(Continued from page 116)

most valuable suggestion to date was a cure for "buck passing," and it has proved to be successful. Following an employee's suggestion, Mitchell now assigns one man to each job and instructs this employee to follow through until the job is completed. As a result, there have been fewer delays in the repair shop, fewer errors in handling such matters as tractor trade-ins, collection of over-due accounts, etc., and the entire operation of the business is functioning more smoothly, Mitchell said.

Customers of the firm, also, have contributed a large number of profitable suggestions. One of these brought a blush of chagrin to the face of Mitchell's office manager, but it was promptly adopted. The suggestion simply read: "Put sufficient postage on your statements."

Mitchell hails one employee's suggestion as mildly historic. It proposed that the management be stricter with the personnel!

The suggestions which Mitchell constantly solicits from employees and customers are providing the company with a better defense against competition by assuring customers that every possible effort is being made to provide top quality service. Furthermore, employees, in Mitchell's view, are more likely to heed suggestions made by a customer or a fellow-worker than instructions he has posted on a bulletin board.

WHEN PEOPLE NEED HELP . .

Village streets jammed with people, open fields filled with trailers — sanitary facilities over-taxed, recreation areas the same — no day nurseries for children whose mothers must work, not enough health services for everybody. . . .

That is what happens when new defense plants convert quiet rural areas into crowded industrial centers. Then communities need additional health, welfare and recreation services. It is then United Community Defense services go to work — helping people to help themselves.

When you give to UCDS, a United Defense Fund agency, through your town's united community campaign you help many people. . . . people at work for your defense.

GIVE THE UNITED WAY



THE Roderick Lean REAR END WIDESPREAD

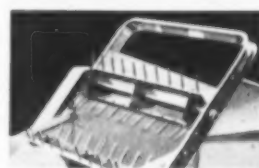
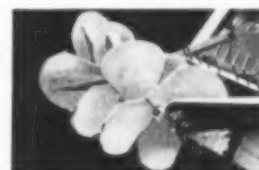
Whether you're already selling manure spreaders or not, it will pay you to find out more about the Roderick Lean Widespread. You'll find the Roderick Lean Widespread is a sales making item to have on hand, whether it's fall, winter, spring or summer, because it does the job right everytime for better crop yields. Send for your copy of the new bulletin on the Rear End Widespread showing all the profit facts.

Here's
What
Makes
The
Widespread
Better!

SPECIAL DESIGNED "TWIN SPIRAL" BLADES grab all the manure from the beaters and spread it in 10 foot wide swaths, evenly and thinly. No chunks . . . no wasted manure.

ALL STEEL BEATERS have a "hammer mill" action that shreds all manure, straw and stalks thoroughly.

EXCLUSIVE "PROTECTOR" ARCH of heavy channel over rear of spreader prevents bulging of sides . . . protects the beaters . . . controls feeding by regulating the flow of manure. Enables spreader to handle up to 90 bushels faster. Plus these other saving and safety benefits—Chain Tightener and Safety Clutch • One Man Control Tractor Hitch • Knee Action On 4-Wheel Model.



HANDLES BIGGER LOADS IN LESS TIME! GEARED FOR TRACTOR SPEEDS!

Spreads It Right . . . Evenly and Thinly . . . For The Best Yields Per Acre According To Experiment Station Tests!

FARM TOOLS, INC.

Manufacturer

Quality Farm Implements since 1862

MANSFIELD, OHIO, U. S. A.

Manufacturers Of The Famous Roderick Lean
• Mobil Disc, Diskwik, Mordisk Disc Harrows
• Spike and Spring Tooth Harrows • Vulcan
Roller and Spracket Pulverizers • 3 Point Hitch
Lift Type Disc Harrow, Rotary Hoe, Spring
Tooth Harrow • Harvey Single and Double
Chain and Handy Andy Elevators, Corn Sheller,
Hammer Mill

Watch Roderick Lean Grow In The
Spreader Field. Big Things Are Ahead!

See Farm Tools Advertising In FARM
JOURNAL • COUNTRY GENTLEMAN •
PROGRESSIVE FARMER • HOARD'S
DAIRYMAN • SOUTHERN PLANTER

Farm Tools, Inc., Mansfield, Ohio

Send me a copy of the new bulletin showing all the profit facts on the Roderick Lean Widespread.

Name _____

Company _____

Address _____

City, State _____

Bigger Loads... faster loading more rapid...trouble-free spreading*

*Wide upper cylinder sets forward and removes top of load first, giving lower cylinder sufficient clearance . . . thus insuring finer pulverization and lighter draft.



and farmers get this *better* performance
years longer with
NEW IDEA Spreaders

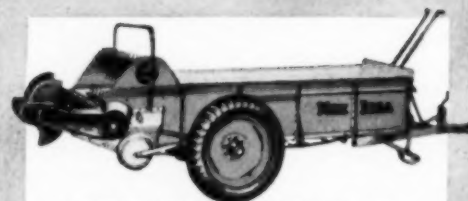
The farmer makes an important investment in his spreader. He knows a good spreader means extra dollars in his pocket, and that gives NEW IDEA dealers the advantage—putting extra dollars in their pockets, too.

You can show him how, with a NEW IDEA spreader, he can get top dollar value from his manure—you can tell him with confidence how and why NEW IDEA spreaders do a better spreading job . . . and why, after years of service, they have a higher trade-in value than any other spreader.

The NEW No. 15 120 bushel Power take-off Spreader

The No. 15 PTO has been specially designed for farmers who want a large capacity spreader. Constructed of select wood on heavy steel framework, it has all the proven features that make NEW IDEA spreaders so popular—PLUS power take-off operation.

HERE'S THREE OF THE MANY SELLING
POINTS OF NEW IDEA SPREADERS
AND THEY'RE REAL CLINCHERS!



New Idea No. 12-A Spreader—90 bushel capacity



New Idea No. 14-A Spreader—65 bushel capacity



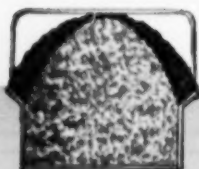
New Idea No. 10-A Spreader—75 bushel capacity



New Idea No. 15 P.T.O. Spreader—120 bushel capacity



With the adjustable foot jack the spreader hitch can be raised or lowered to fit the height of the tractor draw bar—making it an easy one-man operation to hitch or unhitch.



There's greater capacity with this flared non-choking type bed. It means fewer loads and time saved. Sturdily constructed frame gives it added ruggedness.



The New Idea original "widespread" distributor paddles have been redesigned and reinforced for added strength. Paddles are separately mounted to permit individual replacement.



NEW IDEA-HORN "505"



NEW IDEA-HORN "LS"

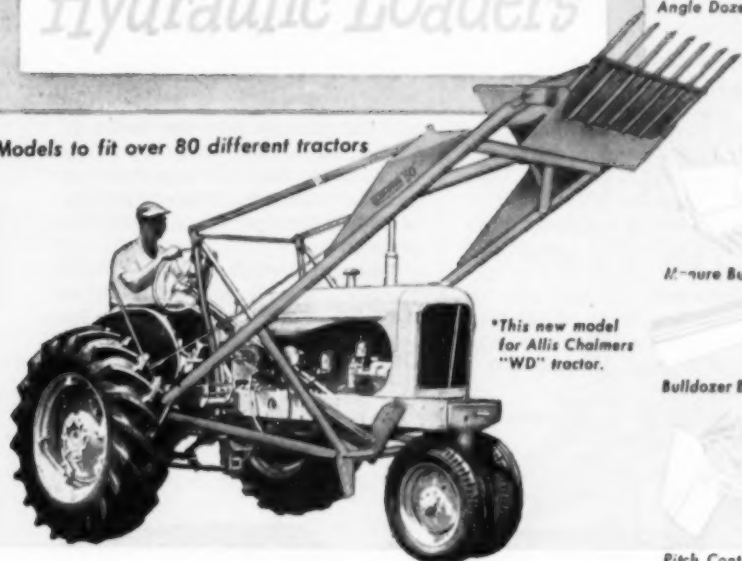
Dirt Bucket

One sale leads to another
with these

NEW IDEA-HORN

Hydraulic Loaders

Models to fit over 80 different tractors



"This new model
for Allis Chalmers
"WD" tractor."

Angle Dozer Blade

Measure Bucket

Bulldozer Blade

Pitch Control

Loader Boom

Grapple Fork

Buck Rake

Push-Off Stacker

10 attachments, (interchangeable)

**bring you added profits from
NEW IDEA-HORN loader owners**

Bigger loads, easier and faster operation, are just a few of the many selling points of the NEW IDEA-HORN loaders. Show the farmer how he gets greater push power, more traction, less strain on the tractor frame and loader cylinders. Sell him on the loader and he will sell himself on many of the 10 interchangeable attachments. And don't forget the new customers in your territory . . . the Allis Chalmers "WD" tractor owners! A new model for the "WD" is now available.*

NEW IDEA
FARM EQUIPMENT COMPANY
AVCO
Distributing Corporation
COLDWATER, OHIO, U. S. A.



Since 1899 . . . "One NEW IDEA after another"

Howard J. Wilson New Empire Co. Representative

THE EMPIRE PLOW Co. of Cleveland has announced the appointment of Howard J. Wilson as Regional Sales Representative serving Illinois, Indiana, Michigan and



Howard J. Wilson

Wisconsin. Wilson, formerly Agricultural Replacement Parts and Tractor Specialty Equipment Buyer for Montgomery Ward and Co., joined the Empire Plow Co. September 1st.

Utility Lot

(Continued from page 118)

age plows, disc harrows and combines—items that can't be displayed on the showroom floor."

Cost of such a lot, which runs about \$100 per square foot, is relatively inexpensive, said Washmon, and is considered a paying investment. The lot is completely surrounded, except for the used equipment display, by a six-foot steel fence. Access is through one, 16-foot gate.

In 1951 the Aldridge-Washmon company separated the hardware and farm equipment business, moving the hardware business into a downtown location. This permitted expansion of the farm equipment branch of the business. The company operates three other farm equipment dealerships in the Rio Grande Valley.

Washmon, in addition to being the NRFEA director for Texas, is mayor of Harlingen, having been inducted into office last Dec. 17, after being drafted as candidate.

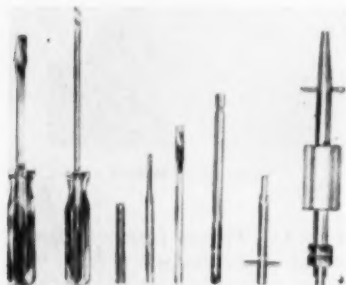
"But I neither made a single speech nor asked a single person to

vote for me," he specified.

"Although we have a good city manager who does most of the work, the office of mayor does, of course, require some time. However, it is my opinion that all progressive business men should consider their moral obligations to serve their communities."

Deere Carburetor Service Offered by Owatonna Tool

The Owatonna Tool Co. has announced a new carburetor service set to handle all the service jobs on the John Deere Model 50 and 60 dual carburetors.



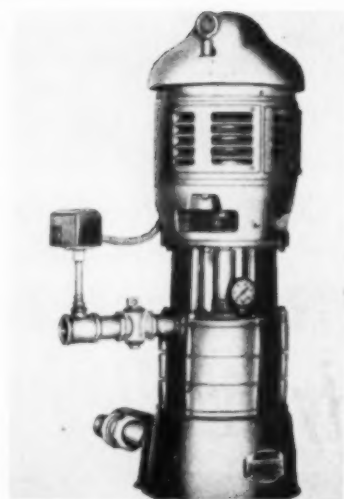
The set was designed and engineered in cooperation with John Deere Service Engineers and is approved for servicing these carburetors. The set is contained in a metal box and consists of eight items among which are a throttle bushing removing and installing tool, a pilot tube installing tool, a special reamer and other items especially required for shaking the Welsh plugs, removing the flutter valve screws, etc.

For further information write to Owatonna Tool Co., No. Cedar St., Owatonna, Minn.

Dempster Adds to Jetmaster Line

A NEW LINE OF high capacity multi-stage pumps for deep and shallow well operation has been added by Dempster Mill Mfg. Co., Beatrice, Nebraska, to their "Jetmaster" line of ejector pumps and water systems.

The deep-well pumps, capable of operating to a depth of 350 feet, are of two types; an inner pipe system for 3" and 4" well and a



parallel pipe system for wells of 5" I.D. or larger. Both types are offered in two or three stage models, with a maximum delivery of 660 gallons per hour, at 80 lbs. pressure.

The multi-stage ejector pumps for shallow well, also available in 2 or 3 stages, are designed for large capacities and high pressures, it was announced.



**Fully
GUARANTEED
AS TO QUALITY,
FIT, AND
FINISH**



Patterns are available for practically all plows, listers, middle-breakers in No. 1 soft center or No. 2 crucible steel of the highest quality obtainable. Send today for catalog.

STAR MANUFACTURING COMPANY
DIVISION OF ILLINOIS IRON & STEEL CO.
CARPENTERSVILLE, ILLINOIS, U. S. A. (EST. 1873)



**A NEW WHIZ
PROFIT
MAKER**
for every dealer.



**CUTS TRENCHES ALONG DRIVES,
WALKS QUICKLY AND EASILY**

New WHIZ Edging Tool attachment a hit with your customers. Powered by 2½ H.P. Briggs & Stratton gasoline engine, quickly and easily cuts neat trenches and grass. Heavy steel blades have accurately formed cutting edges, self sharpening. Adjustable blade setting. Excellent for home, farm and municipal works maintenance.

Other Root-built WHIZ 20" and 26" interchangeable attachments include: Grinder, Self-Propelling Unit, Posthole Digger, Snow Blower, Cordwood Cutoff, Chain Saw.

If your Jobber cannot supply you—write

ROOT MANUFACTURING CO., INC.
127 East Eleventh St. Baxter Springs, Kansas

New Alabama Law Prohibits Removal of Farm Machinery Serial Numbers

THE ALABAMA legislature has enacted a bill designed to curb black market sales of farm machinery in the state and to protect farmers from theft.

The new law makes it a misdemeanor to remove serial or motor numbers from heavy farm machinery after the execution of a mortgage or creation of a lien on the property.

The law was enacted at the last session of the legislature which adjourned in September.

The new law is worded as follows:

It shall be a misdemeanor for any person, firm, association or corporation, with intent to defraud another person, firm, association or corporation, to willfully destroy, change, remove, alter, cover or deface the manufacturer's serial number or motor number, which have been placed there by the manufacturer, from any item of heavy farm machinery having such number or numbers thereon and upon conviction thereof shall be punished by a fine of not more than \$500.00 or a sentence to hard labor for not more than six months, one or both.

"Any change, destruction, removal, altering, defacing or covering of any such numbers made after the execution of a mortgage or title retaining contract thereon or after a lien has been created thereon shall be prima-facie evidence that the person in possession of said property made such change, destruction, removal, altering, defacing or covering of such number or numbers with the intent to defraud the holder of such lien, mortgage or title retaining contract."

Merritt D. Hill Named to Ford Tractor Post

THOMAS A. FARRELL, vice-president of Ford Motor Co., and general manager, Ford Tractor Division, announced the appointments in the newly established division of Merritt D. Hill, as Assistant General Manager. Hill brings to the No. 2 position in the Tractor Division an extensive background

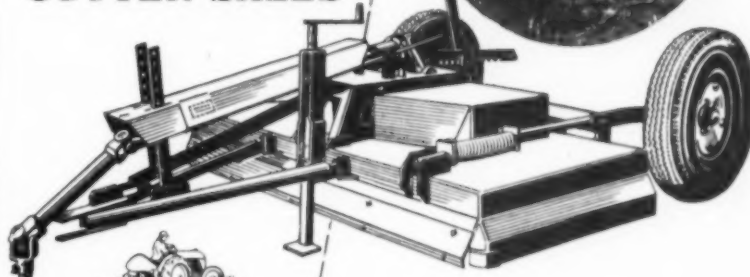
in farm machinery sales and management.

Formerly general sales manager and later vice-president and member of the Board of Directors, Dearborn Motors, he has held responsible positions with General Motors and other well-known business organizations.



Merritt D. Hill

LEADER IN ROTARY CUTTER SALES



Mounted models available for three-point hydraulic systems.



Heavy duty 60 h. p. gear box custom made to fit the job better!



Floating Idler Pulley Arms assure accurate alignment, longer belt life.



Staggered Blades assure a clean, even cut, greater cutting power.

FAST, DEPENDABLE WOOD'S

Here's the *original* line, the *complete* line of heavy duty rotary cutters — sales proven, performance tested! These rugged machines are also precision machines — cutting sage thick as your wrist or clipping pasture clean and close. In three cutting widths, standard and hydraulic lift models.

SPECIAL FEATURES: Parking Jack for easy, one-man attachment or adjustment—Adjustable Front Shield to open or close as desired — Choice of Wheels, 8" "no blowout" tires, or 15" wheels for low cost "used tires"—Custom Made Gear Box is heavy duty, 60 h. p.

Write for new, colorful catalog!

WOOD BROS. MFG. CO., OREGON 2, ILL.

WOOD'S IS THE ORIGINAL ROTARY CUTTER AND MOWER!



Campbell Proof Coil and BBB Coil Chain, in regular or hot galvanized finishes, come in "Cam-Pak" fibre board containers. Handles easier . . . no wood to splinter...no nails to snag.

JOBBERS — "Cam-Pak" saves you cost of re-packing for re-shipment.

DEALERS — "Cam-Pak" makes eye-catching displays . . . takes minimum space.

These standard units are available, labeled for footage, chain size, grade and load limit:

3/16" — 250 ft.	5/16" — 100 ft.
1/4" — 150 ft.	3/8" — 75 ft.

Order CAM-PAK—the Profit Pack!

Chain for every need . . . INDUSTRIAL
FARM . . . MARINE . . . AUTOMOTIVE

CAMPBELL CHAIN Company

MAIN OFFICE: YORK, PA.

West Burlington, Iowa; Portland, Oregon; Sacramento, Calif.

Makers of famous CAMPBELL Lug-Reinforced TIRE CHAINS

Lower Prices Received Hit Cash Farm Income

FARMERS RECEIVED about 17.7 billion dollars from marketings in the first eight months of 1953, six percent less than a year ago. Average prices were down 10 percent, but the volume of marketings was a little larger. Receipts from livestock and products were 11.0 billion dollars, down seven percent from 1952.

Crop receipts from January through August were 6.7 billion dollars, four percent below last year, largely because of price declines. Receipts from wheat, cotton, truck crops, and potatoes were down.

Dayton Introduces Submersible Pump Line

A COMPLETE line of submersible pumps—for farm, home, or industry use—has been introduced by the Dayton Pump & Mfg. Co., 500 North Webster St., Dayton 1, Ohio. Available with ratings from 4/10ths to 22½ horsepower, the capacities of the pumps will range from 300 to 30,000 gallons, and lifts up to 2400 feet will be possible.

Rapidayton submersible water systems consist of submersible pump, small cable, control box for single-phase units, splicing kit for making waterproof splice of cable to motor leads, fittings package, pressure tank of desired size, magnetic line voltage starter for overload and underload voltage protection. Sanitary well seal, automatic fluid level control and other accessories are available.



*A lot of People
are buying Deming
Convertible Jet Pumps
and water Systems!*



Fig. 4963

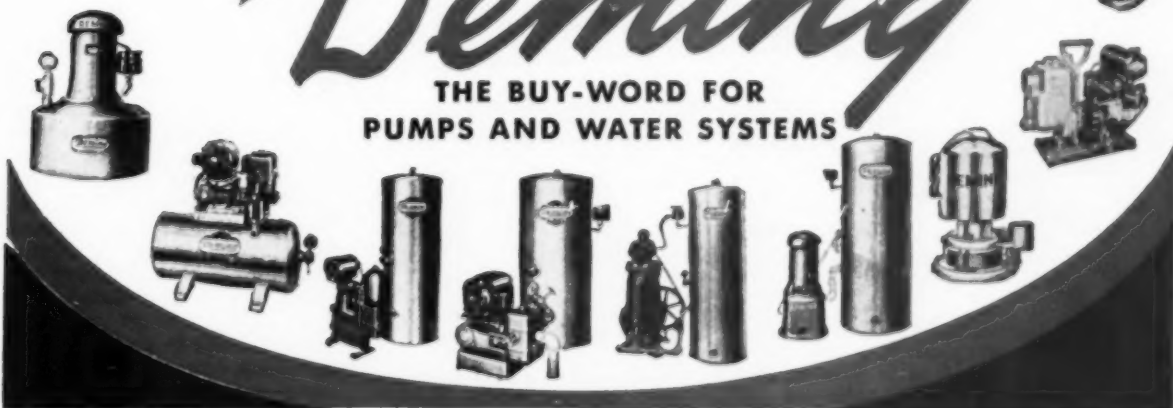
Up—Up—UP go sales of this all-purpose water system
... for shallow wells ... for deep wells. Here's why:

- **Vertical Construction** permits over-the-well or offset installations.
- **Requires Only Minimum Floor Space.**
- **Quiet Operation.**
- **Special Pak** prevents leakage around shaft.
- **Quickly Convertible** without special tools.
- **Balanced Control Valves.**

Write for free, 16-page, illustrated Bulletin No. 4960.

THE DEMING COMPANY
519 Broadway • Salem, Ohio

Deming
THE BUY-WORD FOR
PUMPS AND WATER SYSTEMS





"Snap" coupler system will be available on all WD tractors and tools

Allis-Chalmers Offers New Snap Coupler

A NEW "SNAP" coupler system for instant hitching of rear-mounted implements is featured on Allis-Chalmers' new Model WD-45, which is being introduced and demonstrated this fall.

The Allis-Chalmers snap coupler is an automatic coupler device, set in a wide funnel located at the tractor's single-hitch point. When the tractor is backed up to the implement, the funnel guides the

tongue of the mounted implement into the coupler, where it automatically snaps into working position.

The operator then "snaps" the two implement lift-links to the tractor lift-arm latches. The whole hitching operation is performed in seconds, and the tractor and implement are ready for work. Unhitching is just as easy, according to the manufacturer.

The speed and ease of the new method of hitching mounted implements is due to the fact that the

operator no longer has to make a pin-point connection with the tongue of the mounted implement. He can even back into it at an angle, the wide coupler funnel guiding the tongue right into the coupler. All he must do is "hit" the 8-inch funnel. Exact positioning of the tractor is unnecessary and no bolts, pins or cotter keys are used.

In their demonstrations of the snap coupler, however, Allis-Chalmers representatives are emphasizing that there is more to quick-changing of mounted implements than merely attaching the implement to the tractor. That is probably the easiest part of it, they say. They point out that the spacing of the tractor's drive wheels must often be changed to fit the different jobs and is ordinarily a rather difficult and time-consuming task.

On Allis-Chalmers CA, WD and WD-45 tractors, changing the spacing of the rear wheels is done quickly and safely by engine power. No jacks or blocks are necessary as the operation is performed with the wheels on the ground.

Thus, manufacturers claim, the combination of power shift wheels plus the new snap coupler system, enables the user of a WD-45 tractor to space his rear wheels correctly for the job he wants to do, and attach his implement in five minutes or less.

This new snap coupler will be available for all WD tractors and WD implements now in use as well as for the new WD-45 and its line of implements, the manufacturers announced.

NEW 8-Foot OAKES RANGE FEEDER

for TURKEYS



No. 228
New Range Feeder

Greater length—feeds more Poults or Turkeys. Holds 19 bushels or 900 pounds of feed. Double sided feed troughs. Farm designed and tested before approval for production. Easily cleaned. Easily moved. Hopper height just right to dump or scoop feed from wagon.

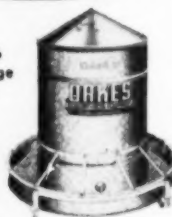
See your Oakes Jobber Today!

Write for New Catalog on other Turkey Equipment

THE OAKES MANUFACTURING CO., INC. • BOX 125 • TIPTON, IND.

SUBSIDIARY OF FOOD MACHINERY AND CHEMICAL CORPORATION

No. C-96
Ideal Range
Waterer



Serves 400 to 500
Turkeys. Capacity—100 gal.

Demonstrations Clinch Those Tractor Sales

(Continued from page 115)

Vardell Ray, prospects later come in of their own accord and purchase a tractor after turning down both himself and his salesman.

The Rays hold that their on-the-spot demonstrations have a number of worthwhile advantages over the pre-planned variety. For one thing, of course, many more can be given during a specified period. Using their present system, the Rays are able to present an average of six demonstrations daily. A large-scale demonstration, although it would attract more

prospects, would require about two days of planning and making contacts and would be considerably more expensive.

At an on-the-spot demonstration, a salesman may confine his attention to one or two prospects, will be able to effect a greater "personal touch," and will be able to answer more of the prospect's questions. Then, too, the demonstrations may be briefer and less elaborate, because the spectators have not been invited in advance.

Another advantage of on-the-spot demonstrations, the Rays have found, is that they enable the salesman to show the farmer how the tractor will perform on his own farm, whereas at a large-scale demonstration, the farmer is watching the tractor perform on another farm, where conditions may be different.

The Rays realize, too, that farmers who have been invited to view large-scale field demonstrations usually "arm" themselves with a certain amount of sales resistance which they feel they will need against high pressure salesmanship. This resistance reduces the demonstration's effectiveness. The Rays' unscheduled, unexpected demonstrations do not give the farmer sufficient time to build up this sales resistance, thus making the salesman's job easier.

"One point that we always stress to these prospects," said Vardell Ray, "is our service and parts department. We feel that this factor has considerable influence in inducing the prospect to buy, and we place a lot of emphasis on it. We have a very large parts inventory and offer 24-hour repair service on most tractor work."

When making these calls, the Ray salesmen concentrate on "middle class" farmers, Vardell Ray explaining that the larger landholders usually demand too extensive concessions to make them profitable prospects while the smaller farmers, of course, are financially unable to purchase new tractors.

Located on US Highway 78 near New Albany's western outskirts, the Ray Tractor Co. occupies a spacious 120 x 340 lot which affords ample space for its operations. More than three-fourths of this area is open ground, which the Rays use to fullest advantage for displaying new and used tractors and farm equipment. These extensive displays attract the attention of passers-by and tie



MILKING MACHINE REPLACEMENT PARTS

 2SU <small>FOR SURGE</small>	 3SU <small>FOR TUNER</small>	 34X <small>FOR SURGE MCCORMICK DEERING</small>	 2R <small>FOR PERFECTION MONTGOMERY WABO HINMAN 10 STAB</small>	 3R <small>FOR PERFECTION RITE WAY ANDERSON IDEAL SEARS WABO'S</small>	 RS <small>FOR DITE WAY SEARS ROEBUCK NATIONAL</small>	 426R <small>FOR HINMAN CROWE BOY</small>	 13R <small>FOR COWIE MARLOW</small>
 6S <small>FOR UNIVERSAL (Sears-Roebuck) Calf Mower (Hart Tube)</small>	 16U <small>FOR UNIVERSAL (Sears-Roebuck) Calf Mower (Hart Tube)</small>	 6M <small>FOR UNIVERSAL DE LAVAL SHELLS OS CIRAS 02777 WITH GSA ADAPTER CLEAR-EASY DECIDER</small>	 176 <small>FOR EMBURY MCCORMICK DEERING ANDERSON PINE TREE WOODS</small>	 83 <small>FOR MCCORMICK DEERING ENTIRE</small>	 08D <small>FOR DE LAVAL Stearns Union ANDERSON</small>	 09D <small>FOR DE LAVAL Magnetic OS SHELL WITH GSA ADAPTER</small>	 05D <small>FOR DE LAVAL OS SHELL</small>

Get this Display Board FREE!

Sets you up as Rubber Replacement Parts Headquarters for all leading makes of Milking Machines.

Write today for full details.

CROWN DAIRY SUPPLY CO.

327 W. College Avenue,



Waukesha, Wis.

SAVE 5 TO 15 LBS. OF SEED PER ACRE!



WITH THE
ZIG-ZAG PULVI-PACKER
AND

SERVIS ALL-PURPOSE SEEDER

- Sows all kinds of seeds or mixtures with one hopper.
- Insures quicker seed germination . . . excellent stand.

Pulverize, Sow and Pack—All in One Easy Operation

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in effectively with the firm's demonstration program by making the dealership easy for prospects to locate when they visit New Albany.

FEI Convention

(Continued from page 120)

duction cuts which some manufacturers had released to the press "without adequate explanation."

The speaker asked that manufacturers "help us whenever and wherever it may become possible to lower prices of equipment."

In his talk, "Whom Do We Owe for the Washing Machine?" Herschel D. Newsom, Master, The National Grange, emphasized that the productive efficiency of the nation's farmers have released others for the production of consumer goods which have raised America's standard of living. He warned against forces which would tend to stagnate this growth — unwise taxes, rules and regulations and bureaucracy.

If the farmer is to maintain a stable financial condition, we must either maintain and expand our markets or submit to production controls. American agriculture has a large stake in the freest possible movement of goods and services in world commerce. We must try to solve our problems, he said, in the full realization that an expanding production, not a restricted production, will provide a rising living standard for the greatest number of American families.

In considering the "Industry Outlook," J. L. McCaffrey summarized the financial situation of the average farmer and concluded that he has the money to buy equipment.

Mr. McCaffrey discussed the number and kinds of machines currently in use and concluded: "I don't think this industry is going to go out of business because the farmer has all the machines he needs. I am sure that is not true. On the other hand, I am equally sure that we have a real job ahead of us if we are to enjoy a level of sales which we would regard as satisfactory."

"In my opinion, if we are to have a satisfactory level of sales in 1954 and the years just ahead, we must obtain it by designing and marketing machines so much better than the ones the farmer now has that he will realize that he cannot afford to be without the new ones."

"In the last three years, and notably in the last year and a half, our industry has placed on the market many machines which really represent postwar design and performance. More will be appearing all the time. That is where we must put our emphasis."

Other speakers appearing on the program included E. J. Thomas, president, The Goodyear Tire and Rubber Co.; H. H. Bloom, president, The Massey-Harris Co.; Dr. Earl L. Butz, Department of Agricultural Economics, Purdue University, and Dr. Clark G. Kuebler, president, Ripon College.

The traditional Farm Party again was a highlight of the convention with a large throng of delegates attending. The convention closed with its annual banquet at which the featured speaker was Fred Smith, vice-president, The William Powell Co.

New ZB Tractor

(Continued from page 128)

large capacity carry the ears to the husking bed. Ten husking rolls, 36 inches long, each have alternating sections of rubber and cast iron. A spring-tension adjustment on the raddle permits proper pressure on the ears.

Under the whole area of the husking bed is a corn saver which screens silks and husk remnants from the occasional kernels that fall from the ears. These kernels and the husked ears are lifted on a ten-inch wide elevator into the wagon hitched behind. As they drop into the wagon, they are cleaned by a blast of air from the high-speed cleaning fan. The wagon is hitched directly behind the elevator and has a side-to-side adjustment of 18 inches to allow center delivery for different widths of wagons.

Main drives mounted on roller bearings, and steel-cut bevel gears run in oil in dust-proof housings. Spring-slip clutches provide safety release in case of obstruction in the mechanism.

All controls, including the MM Uni-Matic hydraulic control for the picking units, are located within reach of the driver's seat. The hydraulic controls can elevate the picking unit for transport or lower the snouts to pick stalks that have been blown down to the ground. In addition, there are adjustments for the snouts in five positions, with an up-and-down range of six

inches. Snouts float freely in all positions to follow field levels.

MM engineers state that the Huskor was designed to solve the problems of opening fields without hand-picking, of opening field with narrow headlands, of picking contoured fields, and of speedy harvesting to avoid loss from bad weather and corn pests.

CONVENTION DATES

Alabama Farm Equipment Association, annual convention, Nov. 19-20, Hotel Tutwiler, Birmingham. Secretary, Mrs. Euna Ramsey, 1006 Frank Nelson Bldg., Birmingham.

Farm Equipment Dealers' Association of the Carolinas, annual convention, Feb. 7-9. Headquarters, Hotel Charlotte, Charlotte, N. C. Secretary, A. A. Chappel, 210 National Bank Bldg., Wilson, N. C.

Deep South Farm Equipment Association, annual convention, Dec. 7-9, Hotel Jung, New Or-

leans, La. Secretary, J. J. Crawford, 1007 Guaranty Bank Bldg., Alexandria, La.

Florida Farm Equipment Association, annual convention, Nov. (not set), Hotel Angelbilt, Orlando, Fla. Secretary, Allen Hutchinson, Box 3066, Orlando, Fla.

Georgia Farm Equipment Association, annual convention, Dec. 7-8, Hotel Biltmore, Atlanta, Ga. Secretary, J. F. Pruett, 550 Riverside Drive, Macon, Ga.

Kentucky Farm Equipment Association, annual convention, Nov. 5-6, Brown Hotel, Louisville, Ky. Secretary, Frank Dornheim, 978 Barrett Ave., Louisville, Ky.

Mar-Del-Va Farm Equipment Association, annual convention, Feb. 1-2. Headquarters, Hotel Emmerson, Baltimore, Md. Secretary, Millard E. Eyler, 200 East St., Winchester, Va.

Mid-South Farm Equipment Association, annual convention, Jan. 20-21. Headquarters, Hotel Peabody, Memphis, Tenn. Secretary, Graham McDonald, Hotel Chisca Bldg., Memphis 1,

Tenn.

Mississippi Valley Farm Equipment Association, annual convention, Dec. 8-10, Hotel Jefferson, St. Louis, Mo. Secretary, W. E. Parsons, 211 Hotel DeSoto Bldg., St. Louis, Mo.

Oklahoma Hardware & Implement Association, annual convention and show, Feb. 2-4. Headquarters, Municipal Auditorium, Oklahoma City, Okla. Secretary, F. N. Thomas, 711 Wright Bldg., Oklahoma City, Okla.

Texas Hardware & Implement Association, annual convention, Jan. 25-27. Headquarters, Hotel Plaza, San Antonio. Secretary, Ray M. Souder, 822 Texas Bank Bldg., Dallas 2, Texas.

Tri-State Hardware & Implement Association, annual convention, Feb. 8-9. Headquarters, Hotel Herring, Amarillo, Texas. Secretary, Marshall D. Shepherd, Box 660, Canyon, Texas.

Virginia Farm Equipment Association, annual convention, Jan. 31-Feb. 2. Headquarters, Hotel Roanoke, Roanoke. Secretary, John Raine, 823 N. Robinson St., Richmond, Va.

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There is a way to be a good neighbor . . . a way to take care of the many who need all the help you can give.

The very young and the in-betweens, the troubled families, the older people, the ill and the handicapped, the men and women engaged in our nation's defense . . . their health and welfare is the first concern of the voluntary services that unite each fall in a campaign for funds to carry on their vital work.

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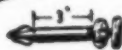
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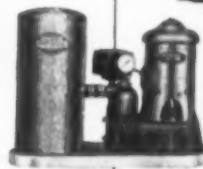
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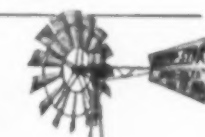
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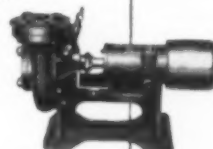
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Among the attentions the engine should receive, we recommend the following:

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2. Cylinders, pistons, rings and valves should be oil-coated to keep from rusting and sticking.
3. All exposed unpainted metal parts should be coated with grease or heavy oil.
4. Old oil should be drained from crankcase.
5. Badly worn or damaged parts should be replaced with original factory parts.

Yes, there's a nice slice of melon here for your Service Department — winter-conditioning Wisconsin Air-Cooled Engines. Every owner of a Wisconsin-powered machine is a logical prospect for this service. It's Good Business for YOU and Good Business for the CUSTOMER. Ask for it!



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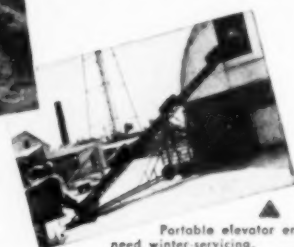


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SOUTHERN FARM EQUIPMENT Section for OCTOBER, 1953

147



**THE DYNAMIC NEW WD-45
POWER CRATER ENGINE**

Power Crater

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Yes, **POWER CRATER!** Mark that name, because you're going to hear it often in the years to come. It's the symbol of a new standard in tractor power—the name of the mighty Allis-Chalmers engine that powers the **DYNAMIC NEW WD-45 TRACTOR**.

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THE WD-45 TRACTOR, powered by this great new Allis-Chalmers engine, develops in excess of 20 percent more horsepower than its popular predecessor, the Model WD, with a corresponding step-up of drawbar, belt and power take-off performance.

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Add to these: power-shifted rear wheels, two-clutch power control, automatic traction booster, 5-way hydraulic system, 4-speed helical gear transmission, 12-28 rear tires on full-width 12-inch rims, and many other outstanding Allis-Chalmers features—all *standard equipment*—and you have practical farm power in its most advanced and useful form.

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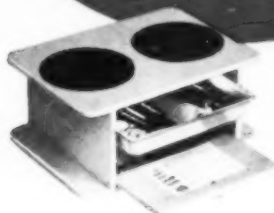
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Don't miss this one! Get in on the money that MIRRO-MATIC is making, for dealers all over America!

Here's the Money-Making Deal!

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Quantity	Number	Name	Dealer Price	Retail
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1 only	396M	6-qt. MIRRO-MATIC Pressure Pan	11.69	18.45
1 only	398M	8-qt. MIRRO-MATIC Pressure Pan	12.64	19.95
1 only	A9913S	Replacement Parts Kit	9.22	14.55
			\$49.95	\$78.85

Prices slightly higher in West.

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PLUS DISPLAY STAND FREE!

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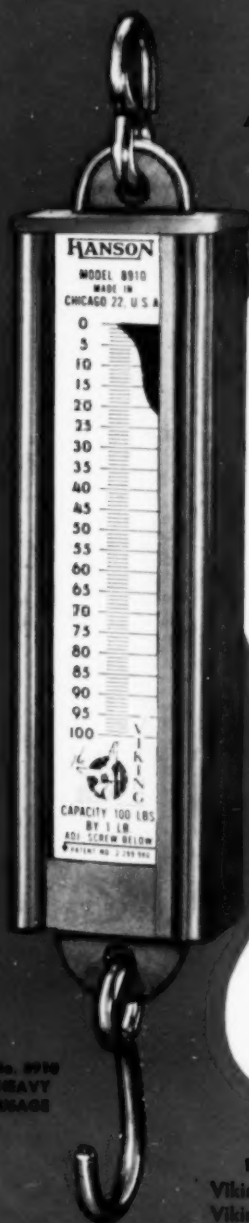
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The Viking Line Straight Spring Balances

• For use in factories, cotton fields, farms, warehouses, ice-wagons, or wherever an accurate balance of this type is required. Made in six capacities to take care of innumerable weighing requirements.

Construction: The case of these balances is made of two tubular steel telescoping members, finished in durable enamel.

The load head is doubly reinforced and electrically welded to the outer member. Tempered steel is used for the spring which is heat-treated and triple tested for accuracy.

The solid brass dial is recessed for protection and has figures and graduations deeply etched. An adjusting screw at the bottom of the scale allows the indicator to be set at zero to balance a container. A red indicator makes recorded weights easily read.

Complies with Federal Specifications, Type IV Class 2 Number AAA-S-133, April 16, 1946.

Each balance is equipped with a hook.

No. 892, 895 packed one to colored folding box.
No. 8910, 8916, 8920 and 8930 one to a corrugated carton. Master shipping carton, as listed.

JUNIOR MODEL

• Built on the same principal of construction as the heavy usage models. Sturdy steel case. Tempered spring, tested for accuracy. A handy scale for home use, mechanics, fishermen, etc. Not legal for trade.



JUNIOR
MODEL
Packed 12
Scales in Counter
Display Box
72 to Master
Shipping Carton

SPECIFICATIONS

No.	Capacity lbs. by lbs.	Dimensions	Weight Net lbs.	Shipping Wt. Case Lot of Twelve
Viking 892	25 x 1/4	1 1/4 x 1 1/4 x 9 1/4	7/8	12 lbs.
Viking 895	50 x 1	1 1/4 x 1 1/4 x 9 1/4	7/8	12 lbs.
Viking 8910	100 x 1	3 1/4 x 2 1/4 x 19	5 1/4	Case of Six 34 lbs.
Viking 8916	160 x 1	3 1/4 x 2 1/4 x 19	5 1/4	34 lbs.
Viking 8920	200 x 2	3 1/4 x 2 1/4 x 19	5 1/4	34 lbs.
Viking 8930	300 x 5	3 1/4 x 2 1/4 x 19	5 1/4	34 lbs.
JUNIOR LIGHT SPRING BALANCE				
Viking, Jr. 890	25 x 1	7/8 x 7/8 x 6 1/2	1/4	Case of 72 15 lbs.

Order from your Jobber

HANSON SCALE COMPANY (Est. 1888)
NORTHBROOK, ILLINOIS